

# THE QUILL

A MAGAZINE FOR JOURNALISTS



May, 1957

CBS TELEVISION'S ELECTION NIGHT COVERAGE

Long months of preparation provided the biggest domestic news event of 1953. Story on page 17.

50 Cents



*If Michigan is your home state, chances are you have already seen this advertisement. Or, if you live in one of the other Midwest and Rocky Mountain states where Standard Oil Company (Indiana) products are sold, you may have seen an advertisement very much like it with the same straightforward information about what determines gasoline prices in your state. This is the type of factual, informative advertising so vital to development of a sound public understanding of the oil business and its products and services.*

## What Determines Gasoline Prices?

Many people may not realize the number of items involved in the price of gasoline.

**GASOLINE TAXES.** A typical price of STANDARD RED CROWN Gasoline in mid-Michigan is 23 4/10 cents a gallon excluding direct taxes. That's right! Only 23 4/10 cents! Direct state and federal taxes on gasoline total 9 8/10 cents—equal to 42 per cent of the price of the gasoline alone—bringing the price to you to a total of 33 2/10 cents.

**DEALER'S SHARE.** The dealer, of course, knows that quality for quality he must meet competition to attract and hold business. At the same time, he must operate profitably to keep himself in business. To do so, he is entitled to a fair and reasonable mark-up, which is included in the 23 4/10 cents you actually pay for the gasoline itself. With this he supports himself and his family, pays his taxes and his help, pays for the many services he offers his customers. *He makes provision for all of these items in the few cents competition allows.*

**OUT OF OUR PORTION** of the 23 4/10 cents you actually pay for the gasoline itself, we find crude oil, transport it, refine it and then deliver the gasoline to your independent

Standard Dealer. And money received from the sales of products enables us to pay the wages and salaries of our more than 51,000 employees, pay reasonable dividends to stockholders, and finance constant improvement in the quality of our products. For example, gasoline octane increases of the past 2 years added about 25 million dollars per year to our continuing operating costs. General wage increases of slightly over 4 per cent and 6 per cent in 1955 and 1956 increased our costs about 28 million dollars annually. *This total of about 53 million dollars over 1954 is a continuing annual cost, and is expected to increase further during 1957.*

Yet by almost any yardstick you apply, whatever necessity you compare it with, gasoline is one of your best bargains today. That goes for quality, it goes for service, and it goes for price.

### \*WHAT MAKES A COMPANY A GOOD CITIZEN?

Well, one measure of citizenship is a company's frankness in discussing subjects that are of importance to its customers. Certainly price is such a subject. And we want you to know something about the many and complicated economic factors that determine the price of gasoline.



Our average cost of drilling an oil well in 1953 was about \$80,000. Last year the average cost had risen to about \$100,000. Many individual wells are more expensive, some costing upwards of \$1 million.



More than 51,000 people earn their living at Standard Oil. They, like you, have had to meet higher living costs. And in the last 15 years, their wages and benefits have increased, on the average, 170 per cent.

RED CROWN GASOLINE	
PER GALLON...	23 4/10¢
STATE GASOLINE TAX.....	6¢
STATE SALES TAX.....	8/10¢
FEDERAL GASOLINE TAX.....	3¢
TOTAL COST PER GALLON....	33 2/10¢

The taxes you pay on gasoline—equal to 42% of the cost of the gasoline itself—help to build and maintain Michigan's expanding highway system. You pay these direct taxes whenever you buy gasoline.

**STANDARD OIL COMPANY (INDIANA)**



# Bylines in This Issue

**A** PART of CBS Television's Election Headquarters in New York City, as viewed by millions of Americans the night of November 6, is seen in the cover picture. Eight "recap" boards showed, at a glance, a summary of the current situation in the popular and electoral voting for President; the Senate; House and Gubernatorial races.

**C**HARLES WERNER'S original cartoon on the editorial page of this issue of *THE QUILL* symbolizes something of the spirit of the free press in America. Werner has gained

a large and faithful following since taking over the duties of editorial cartoonist for the Indianapolis *Star* in 1946, moving from the Chicago *Sun* staff, where he won the 1943 Sigma Delta Chi award plus three National Safety Council awards.

His career began in Springfield, Missouri where he was both artist and photographer. By 1938 he had advanced to staff cartoonist on the Oklahoma City *Oklahoman*, winning the Pulitzer Prize for cartooning that year—the youngest man ever to receive that honor. In 1951 he won the National Headliners Club award as well.

Although he once taught classes in cartooning at the University of Oklahoma, Werner never had an art lesson. He studied extensively in economics and political science at Oklahoma City University, the University of Oklahoma and Northwestern University. He is also a student of the Bible, mythology and Shakespeare. These he considers essential for ideas for current situations which may be portrayed in cartoons.

The Werners have two children.

**T**HE camera in the courtroom is a controversial issue, based in part upon Canon 35 of the American Bar Association's "Canons of Ethics," which prohibits courtroom photography. In "Basic Issue in Canon 35 Is Right of Defendant to Impartial Trial" (page 9), **Dr. Gilbert Geis**, Assistant Professor of Sociology at the

University of Oklahoma, presents the results of a survey of lawyers, judges and academic criminologists on this question.

**Dr. Geis** was graduated from Colgate University in 1947, earned his M.S. degree at the University of Stockholm, studied at Brigham Young University, then received his Ph.D. degree at the University of Wisconsin in 1953. In 1951-52 he studied in Oslo, Norway on a Fulbright scholarship. He has been a reporter on the New Brunswick, N. J., *Daily Home News*, and on the Provo, Utah, *Herald*.

**P**HOTOGRAPHY of religious services might be considered an extension of the people's right to know, in the opinion of **James W. Carty Jr.**, whose story, "Photography in the Church Tells Religion's Story," appears on page 19.

Carty is religious news editor of the Nashville *Tennessean* and an instructor in religious journalism at Scarritt College. He is an ordained minister and former Air Force chaplain. His work in religious journalism has earned him special recognition from the National Conference of Christians and Jews and the National Religious Publicity Council.

**P**HILIP LEWIS gives readers of *THE QUILL* a keen analysis and interesting account of how the Columbia Broadcasting System reported a major event in "CBS News Coverage of

'56 Presidential Election Was Complete, Accurate, Fast" (page 17).

A CBS News writer in New York almost four years, Lewis had close-hand knowledge upon which to base his report. He is a graduate of the School of Journalism at Syracuse University, was a reporter for the Mount Vernon, New York, *Daily Argus*; the *Associated Press* at Boise, Idaho; and the *Park Row News Service* in New York before joining the CBS staff.

**A**N informative account of a kind of modern newspapering is presented by **Victor J. Danilov** in "Zone Sections in Big Dailies Foster Community Spirit and Reader Appeal" (page 12).

Danilov, manager of public relations for the Illinois Institute of Technology and the Armour Research Foundation in Chicago, is author of the book, "Public Affairs Reporting," and has written for *THE QUILL* previously. His journalistic background includes staff reporting and editing jobs for the Sharon, Pennsylvania, *Herald*; the Youngstown, Ohio, *Vindicator*; the Pittsburgh *Sun-Telegraph*; Chicago *Daily News*; and Kansas City *Star*.

He holds a B.A. degree from Pennsylvania State University and a M.S. degree from Northwestern University, both in journalism, did further graduate work in political science at the University of Colorado, and now is working in a Ph.D. program in journalism at Northwestern University. He taught journalism courses at the University of Colorado and the University of Kansas. Danilov is married, has three children, and lives in suburban Park Forest, Illinois.

**T**HE editorial pages of the Louisville *Courier-Journal* and the Louisville *Times* have always been close to the heart of **Barry Bingham**, who since 1945 has been editor and president of both newspapers. The national honorary president of Sigma Delta Chi tells of his successful experiment in removing some of the anonymity of the editorial writer in "Courier-Journal Tests New Way to Personalize Daily Editorial Pages" (page 11).

A native of Louisville, he was graduated from Harvard University "magna cum laude" and began his news-



CHARLES WERNER



JAMES CARTY JR.



VICTOR J. DANILOV

## Look for It Next Month

### Annual Awards Issue

Stories and listings of year's top journalism awards

### Freedom of Information in Florida

By Dr. Laurence R. Campbell, Florida State University

### Covering the Dallas Tornado

By Dallas Newsmen

### Appraisal of the Formosan Press

By Dr. Carlton Culmsee, Utah State Agricultural College.



paper career as a reporter for the *Courier-Journal* in 1930. During World War II, he served as an officer in the Navy, both in Europe and the Pacific, attaining the rank of commander. In 1949-50, he was chief of mission to France in the Economic Co-operation Administration. He is a trustee of Berea College and an overseer of the University of Louisville.

**F**OR the first time in its history, *THE QUILL* this month presents an article written from behind prison walls. The inspiring story of "Journalism

Flourishes in Unexpected Places, Like Modern Penitentiaries" (page 15) was written by **Fred Fromm**, who completes his debt to society this year at Menard Penitentiary, Menard, Ill.

Fromm, who attended but did not graduate from a university, has been an associate editor of *The Menard Time* during his stay at Menard, and writes a regular column which is one of the features of the paper. He has also written a novel, as yet unpublished. He hopes to get a job on a newspaper when he returns to the outside world.

wondered about. When I was a boy my father and his two brothers were all working newspapermen. My father, Glenn M. Grant, started work on a Columbus newspaper when he left high school, about 1881. At 30 he was general manager of the *Ohio State Journal*, then served about 25 newspapers all over the country. He knew the business from the ground up. I know now that he went into the newspaper business because he was looking for excitement.

I sold papers on the street when I was 10. In high school I carried a morning *Ohio State Journal* route, getting up at 3 a.m., then played right tackle all afternoon. When I entered Ohio State I chose the Law and Journalism course, under Professor Denny.

It was apparent to me then that my school associates were not interested in journalism as a life profession. Their relatives and friends were intent on business, engineering and the other sure-paying occupations. The newspaper city rooms at that time were recruited from the hotel lobbies, saloons, and other public hang-outs. Many of them were ex-printers, circulation employes and individuals who got into newspaper work just because they were looking for any kind of a job. That, as you know, doesn't mean that there wasn't plenty of talent. Most of them were inebriates. I remember when prohibition was introduced and enforced. That was an awful hardship on West Madison Street. I asked Walter Howie, of the Hearst paper, how it had affected his staff and he said that their efficiency had dropped off about 15 per cent. "But," he added, "I know where they are, now."

The journalism schools have produced a different kind of writing newspapermen. They don't spend their time in the bars anymore. They regard their occupation as a profession and function accordingly. Fortunately salaries are more adequate than in the old days. As for personnel the best example of that is the difference between the old crowd who used to hang out at the old Chicago Press Club, 26 N. Dearborn, and the group which congregates for luncheons and dinners at the new Press Club, on North Michigan. (Opie Read and Col. Vischer are probably revolving in their graves as I write this.)

As for making the profession more attractive to young men, I believe the schools have been effective. I remember when the only journalism school available was the office of the City Press Bureau. The new journalism schools advertise a new opportunity.

Thanks for your editorial.

CHARLES GRANT,

THE QUILL for May, 1957

## From Quill Readers

### DOUBLE EXPOSURE

#### To The Quill:

The chief photographer of *The Oregonian*, Frank Sterrett, with thirty-five years of "one bulb" experience, read William Horrell's article in the February issue of *THE QUILL*, then sat down and wrote the following "opus" in answer.

RICHARD L. GODFREY  
*The Oregonian*  
Portland, Ore.

#### Frank Sterrett's Comments:

The story, "Local Pictures Face Stiff Competition in Fight for Attention of the Reader," is an insult to every news photographer who has dedicated himself to the profession.

When a man dedicates his life to newspaper photography he knows that "once a photographer, always a photographer." There is no other spot for him in the publishing business. Unlike the cub reporter, who someday becomes the managing editor and publisher, the photographer is placed into a permanent rut.

Photography is a very new art. Compared with reporting it is still in its infancy. The great Matthew Brady was making his famous pictures only as far back in history as 1860, while almost two thousand years ago the greatest reporters of all time were recording the life of Christ. I don't think Matthew, Mark, Luke, and John graduated from a school of journalism, but they could compete with the boys today. Since Brady made his famous pictures of Lincoln, some of the boys, who are photographers today, brought the profession up from the powder flash, glass plate operation to what we have today—fast film, strobe lighting, fast lens, color and high speed photography.

We like to feel that we had a part in the development of modern photography. We had to experiment year after year and demand better materials and equipment from manufacturers so we could produce better pictures for our publishers.

I don't think that when little Joe Rosenthal made his famous picture of Marines raising our flag on Iwo Jima that he had a college diploma sticking out of his pants pocket, and I don't think he needed some "Idiot" picture editor to plan the job for him. This same thing goes for those boys who shot the explosion of the Graf Zeppelin, the hole in Stevenson's shoe, or the picture of Sewell Avery being carried from the Montgomery Ward building.

The better newspaper cameramen today belong to the National Press Photographers Association, formed to raise the standards of press photographers and their work. The annual short courses they give throughout the country better educate the press cameraman for his job than all the so-called journalism schools.

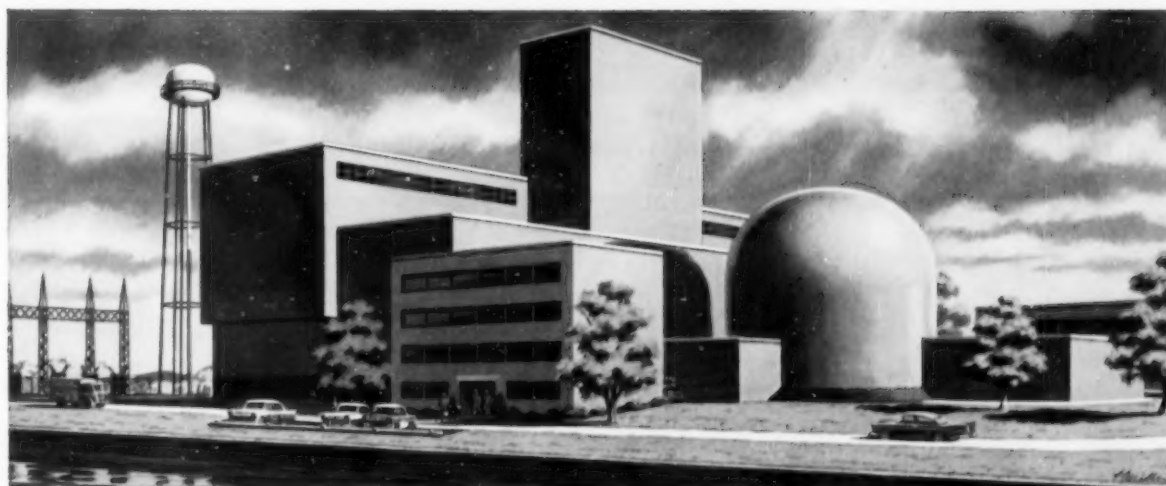
What is wrong with pictures in today's newspapers is not the cameraman's fault so much as of publishers who have sold their birthrights for some pots of gold. The pressure group from the business departments and "do-gooder" organizations are responsible for the "DULL" looking papers, but as long as the bell on the cash register keeps ringing the rest of the world will blame the photographers for the dull uninteresting newspapers.

### A DIFFERENT KIND OF NEWSMAN

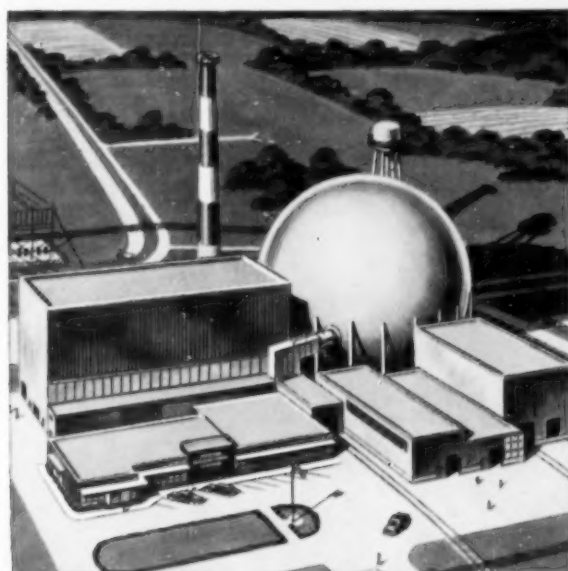
#### To the Quill:

Your editorial in the December issue discussed something I have always





**Enrico Fermi atomic power plant** is under way near Detroit through the joint efforts of 18 electric companies. A group of equipment manufacturers and the Atomic Energy Commission are also associated in the project.



**Dresden, Illinois, plant** is being developed by 7 electric light and power companies, their equipment manufacturers, and with the co-operation of the AEC.



**Yankee atomic-electric plant** is being developed by 12 New England electric companies. A number of equipment manufacturers and the AEC are participating.

## What will atomic-electric power plants look like?

Among the atomic-electric power plants now under way, three will look like the drawings above when completed.

Although they appear somewhat alike, each involves different methods, different materials, a different type of atomic reactor or "furnace." That's because the electric com-

panies, the equipment manufacturers and the U. S. Atomic Energy Commission—who are all participating in atomic development—are searching for the best ways to produce electricity, using atomic energy as fuel.

The development of atomic-powered electric plants is the latest

stage in bringing plentiful electricity to America. You can be sure that electric company skills and experience, acquired in 75 years of service, are being applied to this great new job.

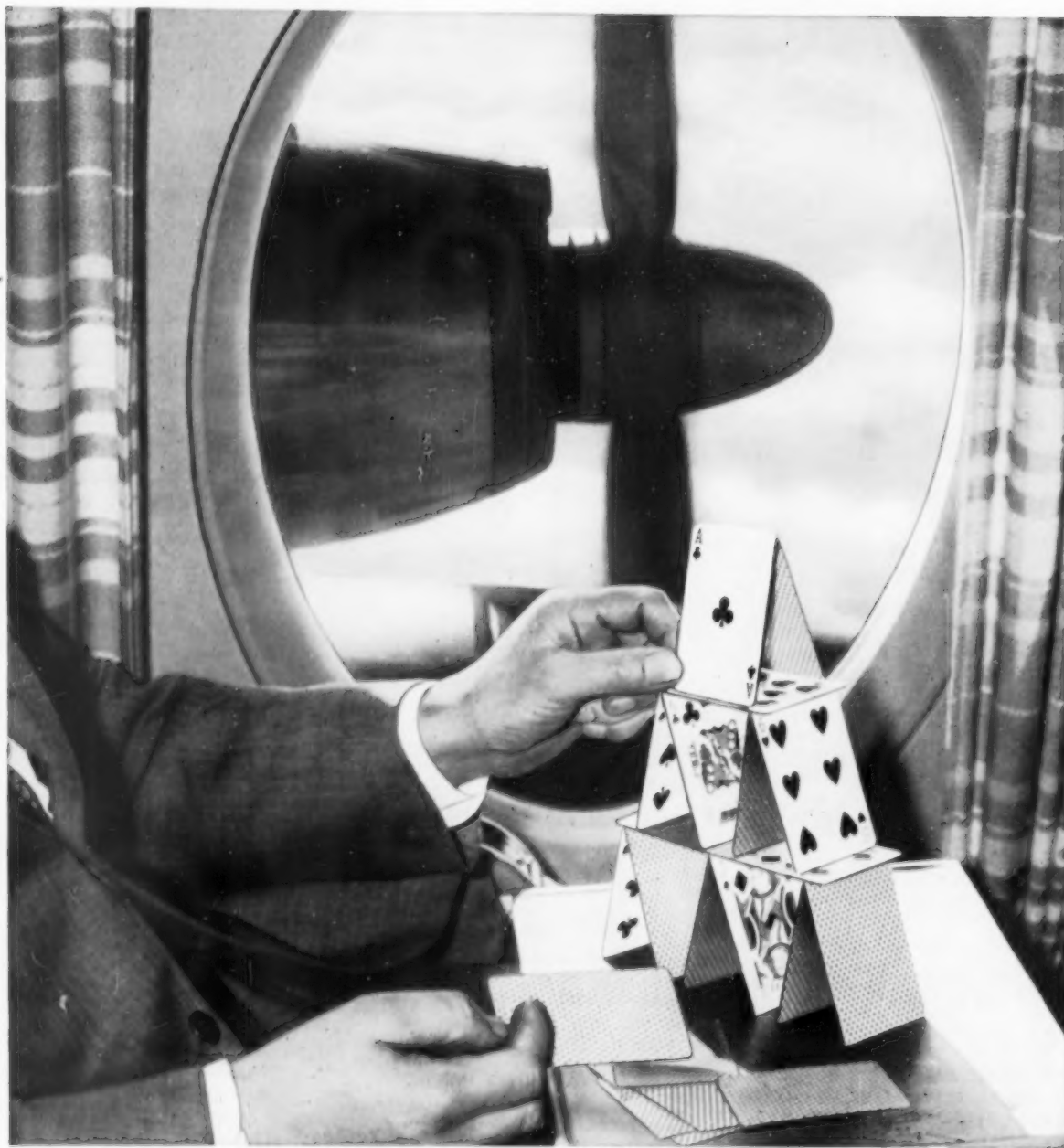
**Non-technical booklet, "Electric Power from the Atom,"** gives 32-page survey of atomic-electric development. Write for a free copy to Atom, Box 400, New York 19, N. Y.

## America's Independent Electric Light and Power Companies\*

\*Company names on request through this magazine

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THE QUILL for May, 1957

# THE QUILL

A Magazine for Journalists

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No. 5

## The Press Vs. Canon 35

**C**RIMINAL Court Judge Charles Gilbert of Nashville, Tenn., made news last March when he became the first jurist in the nation to adopt the court rule recommended by the National Press Photographers Association. The rule, which authorizes photographic trial coverage, is proposed as a substitute for the controversial Canon 35 of the American Bar Association. Other judges have permitted pictures to be taken in the courtroom, and in a few instances trials have been televised, but Judge Gilbert's action was the first formal acceptance of court photography as a legal right of the press.

In the last two years there has been a definite trend away from the stringent restrictions of Canon 35, as Dr. Gilbert Geis points out in this issue in his survey of bench and bar. In the light of the growing acceptance of courtroom photography, it may seem strange to find so large a segment of lawyers and courts vociferously defending Canon 35.

**I**T is a mistake, I think, to dismiss the opposition lightly, or to ignore its basic premise. Those who support Canon 35 insist that the press—newspapers, radio and television—has as much responsibility as the bench and bar to make certain that the constitutional guarantee of a fair and impartial trial is maintained. As Dr. Geis aptly puts it: "Freedom of the press is not a carte blanche grant, permitting social abuses to be committed in its name."

Some of the arguments against the use of the camera in the courtroom have been effectively overcome. Now it has been demonstrated that photographs can be made during a trial without interfering with orderly court procedure. In the courts in which photographers have been permitted to work there have been few complaints of interference and no serious criticism from the public.

**W**HERE the press and the bar part company is the honest opinion as to what affects a defendant's rights or interferes with the orderly conduct of a trial. Lawyers are prone to hurl the charge of "sensationalism" at all court photography, and in the past there admittedly have been many examples to bolster their case. The photographer's or editor's judgment as to what is proper and newsworthy frequently is in conflict with the opinion of both bench and bar.

This difference of judgment is not exclusively a camera problem. It affects the news stories as well, and the responsibility for good taste and a regard for the defendant's



Substance and Shadow

rights will always remain in the hands of the editor. If he violates his obligation he is subject to contempt of court.

**S**OME of the fears expressed concerning telecasts of trials remain, though they have lost some of their force. It was suggested that telecasts would turn our courts into public spectacles and the participants into ham actors and scene stealers. It was argued that television might intimidate witnesses and perhaps even lead to their refusal to testify. Thus far these fears have been proved groundless, although it can be argued that there has not yet been a fair test.

But there remains the suspicion underscored by Dr. Geis, who suggests that the basic issue is how the press makes use of the freedom it has gained in court photography. Upon the record that is made by the photographers and by the newspapers, rests the final decision.

CHARLES C. CLAYTON

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## Announcing the Second Annual

**Ted V. Rodgers**

**Awards!**

1955-56 WINNERS



George Koether, automotive and transportation editor, Look magazine, 1st place award, Magazine category.



Wilson Hirschfeld, transportation reporter, Cleveland Plain Dealer, Cleveland, Ohio, 1st place award, Daily Newspaper category.



Carlton Morris, editor, Gates County Index, Gatesville, North Carolina, 1st place award, Weekly Newspaper category.



## \$9,000 In Cash Prizes

*For published articles or editorials contributing to the improvement of highways and their use.*

This is the second in the series of annual awards established by Trailmobile Inc., and the A.T.A. Foundation, Inc., for the purpose of recognizing published articles and editorials that make an outstanding contribution toward the improvement of our highways and their use, or toward a better understanding of the various problems of highway transportation.

*The awards are named in honor of Ted V. Rodgers, founder of the American Trucking Associations.*

In the 1956-57 competition, published material in the three categories will be accepted: (1) magazines, EXCEPT trade publi-

cations devoted primarily to the transportation industry; (2) daily newspapers; and (3) weekly newspapers.

**Cash Awards** Three identical cash awards will be made in each of the above categories to authors of the winning articles or editorials.

MAGAZINES	DAILY NEWSPAPERS	WEEKLY NEWSPAPERS
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Second—\$700.00	Second—\$700.00	Second—\$700.00
Third—\$300.00	Third—\$300.00	Third—\$300.00

In addition, a \$500 cash award to the Journalism School designated by each first place winner and original publisher of winning article. And lastly, a trophy award will be made to the publisher who represents the original source of each winner in all three categories.

For complete information on this annual competition, please use the coupon. Entries must be postmarked no later than June 30, 1957. We welcome your participation.



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THE QUILL for May, 1957

# Basic Issue in Canon 35 Is Right Of Defendant to Impartial Trial

*Survey of bench and bar reveals deep-seated suspicion of motives of newspapers in insisting on camera coverage of trials, with key to future policy to be decided by what pictures and what purpose.*

By DR. GILBERT GEIS

**O**KLAHOMA'S State Penitentiary at McAlester is a forbidding institution that looks like a relic of Middle Age architecture. On nights when an inmate is to be put to death in the electric chair in the cellar of the prison, the penitentiary is a tense, high-strung place. It was like that when the State legally killed Carl Austin DeWolfe several years ago.

A wire screen separates the reporters, law enforcement officers and other witnesses from the doomed inmate. Only the prisoner, seated in the electric chair, can not see the ironic sign posted in front of him: "Crime Does Not Pay."

DeWolfe wasn't a willing, passive victim; only prisoners who fear the loss of self-esteem even more than they fear the loss of life go to the chair calmly and coolly. DeWolfe broke away momentarily from his captors and hurled himself toward the wire screen, angry words spitting and screaming from his mouth. The words were addressed to newspaper reporters sitting on the other side of the screen. They were directed, in particular, to a reporter from one of the big city dailies:

"IT'S your doing. You're responsible for me being here," DeWolfe yelled. He sent a flood of curses out into the silent, hypnotized group of onlookers, and while the guards dragged him back toward the chair, he screamed out a last word to the reporters: "I hope you're happy now."

There is little doubt, when you read the trial transcript, that Carl DeWolfe was guilty of the crime for which he was executed. But his last-minute accusation of the press points up one of the major problems in the relation among crime, criminal justice, and newspaper reporting of criminal acts and trials.

The problem grows out of the undeniable fact that the press has shown little willingness to refrain

from "trying" cases, from printing information that is not admissible in court under the American system of adjudication, and from stirring up public feeling against individuals before their guilt or innocence has been determined by a jury.

**I**N fact, the sober, dignified, and objective determination of criminal verdicts in the United States has in many instances been seriously handicapped by the press. Juries without preconceptions in a "sensational" criminal case are extraordinarily difficult to find; those persons who haven't heard of the case and formed a judgment—almost invariably the judgment of the newspaper reporter—are usually either mental defectives or illiterates.

The Dr. Sam Shepard case in Cleveland should have been enough to convince the most fair-minded ob-

server that far too many American dailies will eagerly dramatize a criminal case and give it a "trial by newspaper" outside the courtroom, where such matters are supposed to be settled under a set of rules evolved only after centuries of bitter struggle toward democratic procedures. There appears to be no doubt either that this is done primarily to increase circulation, and not to pass along vital public information.

**H**ADLINES in American newspapers during the Shepard case proclaimed that SAM DECLINED JULY 4 LIE TEST (this is not admissible evidence in American courts), and boldly blared out: QUIT STALLING AND BRING HIM IN.

So blatant was the press treatment of the Shepard case that John M. Harrison, an associate editor of the Toledo (Ohio) Blade, was moved to object:

"The press never left any doubt of the verdict it expected, which was not surprising in view of its having plunged so deep into the processes of administering justice by its own rules."

These are but two case histories among a multitude, many of them smaller violations of the principles of justice, many of them raw, unprincipled and indecent orgies of the most callous type of journalism. The record includes the notorious Hall-Mills case, the frenetic press activity at the Hauptmann trial, and many lesser-known incidents of press perversion of the right and privilege to report on public affairs of a criminal nature.

**I** HAVE cited this record briefly because it is vital if we are to understand the opposition by the legal professions to the extension of newspaper representation in the courtrooms. It is this opposition which is the center of a heated debate on Canon 35 of the American Bar Association's Canons of Judicial Ethics, passed in 1937 and prohibiting tele-



Dr. Gilbert Geis, University of Oklahoma sociologist, has been a newspaper reporter. He surveyed lawyers, judges and criminologists for their views and appraisals of the press and criminal justice.

vision, broadcasting, and newspaper photography in courtrooms. While the Canon is not mandatory, it has been adopted as the official rule of the courts in a majority of the American states.

**T**HE opposition to the Canon by the press is based primarily on the premise that it curtails "freedom of the press." The core of the counter-argument raised by the lawyers and judges is that there is a considerably more important Constitutional guarantee than freedom of the press, and that this guarantee is the right of the defendant not to be deprived of life, liberty, or property without a fair trial. If the use of photography, television, or broadcasting interferes with the calm determination of legal right and wrong, the lawyers maintain, then these elements of publicity will not be permitted in the courts.

On the basis of the past record, the lawyers have a foolproof case. The newspapers are like the very bad boy, with a thoroughly poor record despite recurrent new chances, pleading that in the future he will reform and be good. The record stands obstinately against his renewed plea of good intentions. And it is an important record to consider when the life of a defendant may be hanging in balance.

**A**NY lawyer will grant the importance of newspapers assiduously to shepherd the functioning of American judicial processes. He can cite times when the press has pinpointed judicial maladministration that was hidden from the public view until an enterprising reporter penetrated beneath the surface. But, on the other hand, any fair newspaperman must admit that too often the press has been raucous and unprincipled in its pursuit of salacious, sensational, and saleable news, regardless of the basic tenets of justice.

During recent months, I have attempted to evaluate both trends and attitudes associated with Canon 35. Two things stand out:

(1) The press must demonstrate a sound, mature sense of public responsibility to warrant further courtroom privileges;

(2) The tide is gradually turning against the stringent restrictions of Canon 35.

**B**UT one warning is of crucial importance: "If the photographers, television cameramen, or broadcasters make one more nasty, orgiastic splurge it will likely be their last courtroom mistake. Lawyers are waiting, sometimes impatiently and anxiously, for the misbehavior that

they are certain will occur inevitably. If and when it does they will be in no mood for another plea for forbearance.

Because of this, it seems to me that the time is overripe for all media of public information to police themselves. There has been a barrage of noble statements, of high-sounding ethics, from journalistic sources, but an extreme reluctance to bring any pressure to bear to see that these ideals are implemented as something more than fine-sounding cliches.

**L**AWYERS and judges insist on conformity with minimum ethical standards, and they can be brutal with disbarment proceedings if these standards are not met. Newspapers equivocate; they seem to take the attitude that each paper is an independent enterprise which cannot legitimately be censored or controlled. On the other hand, however, they claim that they have public responsibilities. It is playing both sides of the fence, sitting alternately on the side which at the moment offers the most rewards. Under these conditions, it is not surprising that other groups, such as the lawyers, tend to regard the press in terms of its lowest common denominator.

A picture in a Chicago newspaper recently shows a young lady as she collapses before the judge's bench while he sentences her to death. Two matrons support her. The picture is blazoned on the front page of the paper, underneath dark, bold headlines. This is the type of courtroom photography that can lead to a withdrawal of any photographic access to courtrooms that the lawyers and judges may be led to grant.

**T**HE trend is encouraging for the newspapers' position. Judicial representatives exposed to courtroom photography have granted that it can be done without disturbing the overt functioning of courtroom procedure. Professor Sherman Lawton of the University of Oklahoma, for instance, recently found in a survey of that state that the majority of lawyers and judges who had been in contact with photographic coverage of trials favor its continuance.

In Waco, Texas, where television received its first "live" outing in an American court, during the late 1955 trial of Harry Washburn on a first-degree murder charge, members of the local bar later voted in favor of the future representation of this medium in their courts.

Probably the most significant event was the decision by Judge O. Otto Moore in Colorado recently in which,

after several days of hearings, he ruled that Canon 35 would no longer be enforced in that State's courts.

**"T**HE vast majority of those supporting continuance of Canon 35 have failed, neglected, or refused to expose themselves to information, evidence, and demonstrations of progress which are available in this field," Judge Moore noted in handing down his decision. Judge Moore, however, included a specification that participants in a criminal trial were not to be photographed without their express permission, nor were the various communications media, with the traditional exception of the "pen-and-paper press," to be admitted to the courts without the approval of the presiding judge.

Because they themselves control the most significant organs of public opinion, newspapermen are apt to develop a kind of blindness about their own public relations. Sometimes, I know, they badly underestimate the low esteem in which they are often held by other professional groups in our society.

**N**EWSPAPERS get too taken up with editorially singing their own praises and berating opponents as insidious detractors from "freedom of the press." There certainly is no harsher epithet in the newspaper world than "censor." Press people, I believe, fail to understand fully how deep, real, and sincere—and not always unreasonable—some of the opposition to their policies actually is.

In one of the surveys that I made with Robert Talley (the complete results with rather long quotations may be found in the January 1957 issue of the *Journal of Criminal Law, Criminology, and Police Science*), we sent questionnaires to some 200 persons, equally divided among managing editors, lawyers, judges, and academic criminologists, asking for their opinions and reasoning about Canon 35. The results indicated the diametrical positions taken by the various groups on this issue. While 97 per cent of the editors favored revocation of the Canon, 90 per cent of the lawyers, 97 per cent of the judges and 72 per cent of the criminologists insisted that Canon 35 should be continued and strengthened.

**M**OST newspaper people, I think, are seduced by their own news columns, and fail to realize how united and intent is the opposition to extending them further courtroom privileges.

The survey impressed one fact very deeply on me. Newspapermen answer—  
(Turn to page 20)



# Courier-Journal Tests New Way to Personalize Daily Editorial Pages

*Louisville readers give enthusiastic approval to policy of signed articles by members of the editorial page staff, replacing columnists.*

By BARRY BINGHAM



Barry Bingham, editor and president of the Louisville Courier-Journal and the Louisville Times, reports on reader reaction to his experiment of humanizing the editorial pages of the Courier-Journal.

I HAVE been bothered for a long time by the feeling that editorial pages are less effective than they should be because they lack the warmth of human personality. I don't mean that I want to return to the old "blood and thunder" of journalism, to the days when editors used their editorials to scratch the backs of friends and scratch out the eyes of enemies.

What I do mean is that too much of the writing on our editorial pages is "institutional." Its steady, even pace is more likely to soothe than to stir the reader. It lacks the human interest we are at pains to put into our news and feature stories.

Part of the problem, I have felt, lies in the anonymity of the editorial writer. He is the "Man in the Iron Mask," the "Man Nobody Knows."

Several years ago I tried putting the names of our editorial page staff on our masthead, in the hope that our readers would come to think of them as human beings rather than as automatic typewriters in human form. I can't fool myself that many readers noticed the names or reacted to them as I had hoped they would.

I TURNED over in my mind the possibility of signing all the editorials with the name or initials of the writer. I didn't see how it could work that way. Our editorials are the result of a conference system by which all of us discuss a subject and suggest what we should say about it. To label an editorial with one person's name would be misleading. More important, the editorial column must be the voice of the newspaper ownership uttering policy, not a chorus of individual voices.

This winter I decided to try another experiment. I knew that several papers had run an occasional signed piece by an editorial writer

on the editorial page. I decided to try a regular series of signed articles, contributed on a rotating basis by all of our editorial writers. I don't believe this particular plan has been tried before. I thought I would call it "The Editorial Notebook."

My motive was mainly to get our readers better acquainted with the six people (including me) who write regularly for the *Courier-Journal* editorial page. I hoped thereby to make them look at the unsigned editorials with a new interest. I also felt that the editorial writers might enjoy an opportunity to ride their hobbies, to take their prejudices out for an airing, to write as though they were addressing a letter to a friend.

WE started the feature on December 4, 1956. I wrote an editorial introducing the series, heading it "A Personal Bow From Our Editorial Writers." I explained that informal signed pieces would appear about four times a week in the lower left-hand corner of the page. The space would be occupied on the other days by the Alsop column.

The opening gun was a humorous and highly personal little piece by John Ed Pearce called "An Editorial Writer Sheds His Anonymity." "It's strange, I tell you," he related, "standing out here in front of everybody without that cozy cloak of anonymity around me. It's like standing at Fourth and Broadway in my underwear." A staff artist drew a picture of John Ed in scanty attire, clinging shyly to a lamp post at the city's busiest intersection.

THE reaction to the first column was good. Quite a number of people called John Ed or wrote him letters, and most of them were people he did not know. Since then the feature has rolled along right merrily.

The subject matter has varied as widely as the personality and interests of the editorial writers. A few titles may indicate the range: "Is Punishment a Dirty Word?" "Life Among the Lovelorn Today"; "How Much Schooling Is Enough?" "George Washington as a Poet"; "Some of Our Very Best People Are Hoboes"; "Tunes of the Twenties Were Tops"; "The Buffalo as a Highway Pioneer"; "Wilson and Ike Unalike, But—"

Each piece is illustrated, usually by a drawing by our staff artist George Joseph, occasionally by one or more photographs.

The reaction, I am happy to say, has been wholly favorable. People keep mentioning the Notebook pieces to us at parties and civic meetings. I have especially noticed the number of women, not ordinarily close readers of the editorial page, who have commented on these columns. We have published several letters of praise, but most of the ones that have come in have been directed personally to one or other of the writers and have been expressions of friendly feeling and interest.

WHEN we recently put the bite on for the renewal of subscriptions, our circulation department got quite a few unsolicited letters saying that the Notebook has added something new and attractive to the paper. Such comment from people who are in the act of laying out their money strikes me as particularly cheering.

We are having some fun turning out these pieces, and the readers seem to enjoy them. If things keep up this way, the Editorial Notebook will stay on the page indefinitely.

# Zone Sections in Big Dailies Foster Community Spirit and Reader Appeal

Some metropolitan papers find special pages or sections devoted to areas and suburbs of the city afford local, community level news and add revenue, but others decline.

By VICTOR J. DANILOV

**T**O hold and increase circulation and advertising volume metropolitan newspapers have employed promotional contests, inexpensive insurance plans, special sale days, and newsboy subscription campaigns. They have modernized their typography, carried more feature material, bought out competitors, and expanded sports, business, or women's coverage.

These methods, and others, have met with varying degrees of success. Few, however, have been more exciting than the growth of "zone" news sections in the metropolitan press.

Launched thirty years ago by the *Chicago Tribune*, the zone plan has become an integral part of the operations of many large city newspapers.

In addition to providing additional revenue, zone news sections afford an outlet for the hundreds of personal, organizational, and community news

items that are crowded out of the average metropolitan daily.

"In starting its zone sections the *Chicago Tribune* recognized the need for fostering community spirit, mirroring local constructive activities, and reporting the everyday neighborhood news in a metropolitan city," points out Paul H. Hubbard, zone editor.

**T**HERE is no accurate count on the number of big city newspapers publishing special sections devoted to localized news and advertising. But the zone system is spreading rapidly.

Typical of newspapers which have instituted zone sections are the *Los Angeles Times*, *Houston Chronicle*, *Louisville Courier-Journal*, *San Francisco Examiner*, *Chicago Daily News*, *Cleveland Plain Dealer*, *New York News*, *St. Louis Globe-Democrat*, and *San Francisco Chronicle*.

More numerous are the newspapers—such as the *Pittsburgh Post-Gazette*, *San Francisco Call Bulletin*, and *Youngstown Vindicator*—which replate one page for nearby population centers. Such replate editions, however, normally are not considered zone sections. They usually do not

have a special staff, carry zone advertising, or appear as a separate unit.

**T**HE zone sections differ widely in circulation area, frequency, appearance, content, and operation. There are three general types of zones: 1. Division of a highly populated city into zones of a directional nature; 2. Special sections for certain suburban areas, of a geographical nature; and 3. Some combination of city and suburban zones.

All three types have certain advantages, and it would be difficult to select the "best" system, since this would depend to a large extent on the metropolitan area in which a newspaper is published. There is no point, for instance, in having special suburban sections in an area that has relatively few suburbs.

**Z**ONE sections usually are published once a week, with Sunday being the most popular day. Other common publishing days are Wednesday and Thursday.

Most of the special sections are of standard page size, although a few utilize the tabloid format. Nearly all,

Pictured here are the front pages from zone sections published by, left to right, the *Houston Chronicle*, *Chicago Tribune*, *Los Angeles Times*, *San Francisco Chronicle*, *San Francisco Examiner*, and *Chicago Daily News*. Note the emphasis on eye-catching makeup.

## SOUTHEAST NEIGHBORHOOD SECTION THE HOUSTON CHRONICLE



### Deer Park Can't Aid Annexed Area

THE ANNEXED AREA CLUB WIFE  
SHEARED OFF HER NEW HAIR

### ALLIED CLUBS EYE ZONE LAW

### Rumanian Princess Visits War-time Friend Here



## Chicago Daily Tribune Neighborhood News



Eighteen Year Old Collection, Central Capital

SALE

TALL

## Los Angeles Times Orange County Section



however, are printed as separate eight to twenty-four-page inserts.

There is considerable difference in the typographical appearance of zone sections. Although every section seems to have a front page, all do not use banner heads and display makeup. There also is variance in the number and size of photographs.

**T**HE types of news carried in zone sections range from the simple meeting notice to the more complex piece on bond issues, with the emphasis differing with each newspaper.

Most newspapers publishing zone sections make a special effort to play up "sweetness and light," as the *Chicago Tribune's* Hubbard puts it. There is little or no mention of crime, divorce, and other such news in the neighborhood sections. "The emphasis is on achievement and personalization," according to Hubbard.

Typical stories deal with building plans, school affairs, anniversaries, zoning problems, civic campaigns, street improvements, annexation matters, service awards, weddings, tax assessments, church programs, prize winners, and news about servicemen.

**I**N addition, there is a greater proportion of feature stories in zone sections than in the average newspaper. These stories normally are concerned with service organizations, unusual hobbies, new facilities, interesting landmarks, school activities, and colorful characters.

Roderick J. Watts, managing editor of the *Houston Chronicle*, points out that zone sections have developed a considerable following among readers in the Texas metropolis.

"Families turn to the sections to learn what is happening to their neighbors and in their church, school, or club," he adds.



A view of the city room of the Los Angeles Times zone sections. Standing is Editor George M. Straszer. In foreground are copy editors, left to right, Pete Graber, Vern McGuffin, Bob Frampton, Ray Kovitz, and with back to camera, Maurice Stoller. Assistant Editor Hayden Reece is in "slot." Reporters for the seven Times zone sections are at desks in background. The Times has eighteen reporters and six photographers covering suburban areas for the zone sections.

In its editorial guide for staff members, the *Los Angeles Times* explains that the zone sections offer "an opportunity to give recognition to plain old tax-paying John Q. Citizen, his hard-working wife, and his kids who never become juvenile delinquent statistics."

**T**HE editorial guide also lists seven types of stories that "are not considered newsworthy for zone sections" published by the *Times*: crime and accident news, publicity for commercial enterprises, birth announcements, obituaries and funeral notices, routine birthday party stories, partisan political stories except routine meetings and announcements of candidates for local offices, and routine sports news.

**T**HE *Times* guide, prepared by George M. Straszer, editor of the zone sections, places special emphasis on the future.

"We are not interested in what happened at the last meeting—we want to know what is going to happen," the guide states. "The local press generally does a good job of reporting the events that occurred yesterday, last night, or last week."

All of the zone sections have separate staffs, but they vary in size and operation. The *Chicago Tribune*—which publishes zone editions twice a week—has thirty persons on its special staff which supplies the news for five zone sections (North, Northwest, West, Southwest, and South) on Sundays and three sections (North, West,

### THE PENINSULA San Francisco Examiner

The fight to save  
the Murphy  
mansion



#### Wreckers Held Off—So Far

By Fred Russell

When the great, grand, old mansion of the late John D. Murphy, died, it was a sight to behold. The great, grand, old mansion of the late John D. Murphy, died, it was a sight to behold.

It is a sight to behold. The great, grand, old mansion of the late John D. Murphy, died, it was a sight to behold. It is a sight to behold.

It is a sight to behold. The great, grand, old mansion of the late John D. Murphy, died, it was a sight to behold. It is a sight to behold.



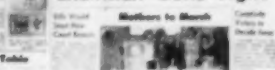
### Peninsula Roads—\$30 Million a Year

East Cloning  
St. Anthony

San Francisco Examiner  
Peninsula Section



#### School Board Ousts Chairman—Bond Fight



Bond Gains Traction

San Francisco Examiner  
Peninsula Section

San Francisco Examiner  
Peninsula Section

San Francisco Examiner  
Peninsula Section

San Francisco Examiner  
Peninsula Section

San Francisco Examiner  
Peninsula Section

### City and Suburban News

CHICAGO DAILY NEWS SOUTH

#### Lake Meadows to Build \$500,000 Grade School



#### Fireboat Life Rough

...The Waiting, That Is

Alarm Bells Ring For Steelman Bishop

Alarm Bells Ring For Steelman Bishop

Alarm Bells Ring For Steelman Bishop

Alarm Bells Ring For Steelman Bishop



and South) on Thursdays. In addition, there are twenty persons on the neighborhood retail advertising staff.

The *Tribune* published its first sectionalized paper on Sunday, Feb. 6, 1927. The Thursday editions were added Feb. 24, 1949. Today, the *Tribune's* staff reports the local news from some seventy-five neighborhoods within the city and from nearly 200 suburban communities within a forty mile radius of Chicago's Loop.

**H**UBBARD, editor of the zone sections since 1940, is assisted by Raymond Schotter, who heads the Sunday desk, and Clayton Kirkpatrick, who rides herd on the Thursday sections, which are produced by a different staff to a large extent.

Each of the five Sunday sections has two reporters, while the smaller Thursday sections have only one reporter apiece. General assignments and special beats are covered by four other reporters. In addition, there are five copyreaders, three photographers, and a secretary.

Except for political stories during campaigns and occasional features by city desk reporters, all of the *Tribune* neighborhood news is written by the special zone staff.

Although deadlines for the sections can be stretched for important late stories, the Sunday copy ordinarily must be in the composing room by Wednesday noon and Thursday stories have to be turned in by Monday night.

The *Tribune's* neighborhood sections average from twelve to sixteen pages, and often go as high as twenty-eight pages when the Christmas season approaches. Special advertising rates are offered to both retail and national advertisers.

**T**HE success of the *Tribune's* zone editions was one of the factors that influenced its crosstown rival—the *Chicago Daily News*—to enter the field last December. Four zone sections (North, West, South, and State) are published as part of the *Daily News' Thursday* paper, and they cover essentially the same geographical area as the *Tribune*, with the exception of the State edition.

But from a news standpoint, the *Daily News* has taken a somewhat different approach in presenting city and suburban news. The emphasis is on "hard" news and local features, with plenty of two and three-column heads and banner lines to dramatize local happenings.

"We're after the really significant news; club and social news are secondary," explains Eugene Moran, zone editor.

In addition to Moran, the *Daily*

*News* zone staff includes a reporter for each of the three local sections, a general rewrite man, and one photographer. The copy is handled through the same copydesk that processes general news.

Because of its nature, the zone coverage is integrated with the city desk operations. Certain specialized news and general features frequently are written by city staff reporters. Additional photographers also are subject to call on special assignments.

The *Daily News* zone sections have been running six to ten pages, and probably will grow as the advertising increases. The advertising currently is being sold by the regular display salesmen.

An entirely different approach from that of the Chicago newspapers is being taken by the *Los Angeles Times* in its zone sections. Instead of attempting to cover both city and suburban news, the *Times* is confining its efforts to local happenings in fixed areas outside the city limits.

**T**HE *Times* publishes seven Sunday zone sections (San Gabriel Valley, Southern Communities, Orange County, San Fernando Valley, West Side Communities, Centinela-South Bay, and Glendale-Verdugo Hills), reporting the news from 163 suburban communities.

The first zone section—San Gabriel Valley—made its appearance April 6, 1952. Two sections were added in 1956, one each in 1953 and 1954, and the last two on April 14.

To write, edit, and illustrate the news, zone editor Straszer has eighteen reporters, seven copyreaders, six photographers, and an assistant editor, Hayden Reece. Little or no material comes from the city desk staff.

Unlike the Chicago papers, the *Los Angeles Times* maintains six outlying zone offices to assist with news coverage and advertising sales. Four are combination editorial-advertising offices, and two strictly for display salesmen. With the two new sections the total zone circulation is 549,597.

The *Times* zone editions—which average sixteen pages—place special emphasis on future events, feature material, and photographs. Copy deadline is Thursday noon.

The *Houston Chronicle* started its five neighborhood sections on Sept. 17, 1952. The metropolitan area was divided into five nearly equal geographical areas (Northeast, Southeast, Northwest, Southwest, and South Central).

**T**HE sections have their own editorial and advertising staffs. There is an over-all editor, a copy desk chief, two photographers, an editor for each

of the five sections, and a relief man. Correspondents also furnish news on a stringer basis. On the advertising staff, there is a director of advertising and a salesman for each of the five sections.

**T**HE *Chronicle's* zone sections are tabloid, usually ranging from eight to twelve pages in size, although some issues have gone to as many as forty-eight pages. The sections are printed Tuesday night and inserted into the Wednesday afternoon home delivered edition.

In New York, the *News* has been publishing zone sections for more than eight years.

"The sections were started to permit advertisers to purchase limited circulation rather than the whole—and to keep pace with readers, many of whom are moving to suburbs," points out Dom Unsino, suburban editor.

The *News* employs a separate staff to produce eight zone sections covering the entire metropolitan area, including New Jersey and Connecticut.

On the West Coast, two of San Francisco's four newspapers publish Sunday Peninsula sections designed primarily for San Mateo County communities, directly south of the city-county line.

The approach in each case, however, is quite different. The San Francisco *Examiner's* section is tabloid and concentrates on features and pictures. The *Chronicle*, on the other hand, publishes a standard-size supplement devoted largely to general news.

None of the San Francisco papers publish neighborhood sections for areas within the city. This is explained by James McLean, managing editor of the *Call Bulletin*.

**"Z**ONE editions require large enough areas to provide advertising to support the local editorial content. We (and for that matter, the other newspapers in San Francisco) never have felt that San Francisco was large enough geographically and in terms of population to warrant the expense of zone editions in competition with the neighborhood throwaways that have covered this field for years."

R. L. Crowley, managing editor of the *St. Louis Post-Dispatch*, explains that his newspaper has considered the advisability of zone sections, but decided against them for two reasons:

1. "This newspaper is designed to appeal to all of its readers on the basis of its normal content," and 2. "The cost and mechanical problems would not justify them."

(Turn to page 18)



Editors of the Menard Time check over the current issue of the paper in the editorial office at Menard State Prison at Chester, Ill. At left is Fred Fromm, associate editor and with him is David Saunders, editor.

## Journalism Flourishes in Unexpected Places, Like Modern Penitentiaries

*The Menard Time, one of nation's outstanding prison newspapers, has 15,000 readers outside its walls and is edited and printed by inmates who set an impressive example of news enterprise.*

By FRED FROMM

**A** NEWSPAPER hit the streets of a busy little midwestern community the other day, without fanfare. A man simply stepped out onto Main Street with a bundle of papers under his arm.

"Hey, here comes *The Time*!" somebody shouted . . . and everybody in sight dropped what he was doing and joined a general movement toward the man with the papers. Soon all up and down the street men were busy reading *The Time*, one of the country's most colorful newspapers, published by and for prisoners in Menard State Prison at Chester, Ill.

John A. File, 70, is superintendent of printing at the prison, a bleak, stone-walled city perched in the lime-

stone bluffs of the Mississippi River 65 miles southeast of St. Louis. His job concerns the printing for the institution and supervision of *The Menard Time*, which represents an expression of a way of life for the 2,168 convicts, whose uncommon interest in the paper is shared by an estimated 15,000 readers outside the walls.

Prisons are strange, craggy places and prison newspapering is a strange and relatively unknown profession, highly specialized. Its newspapers and editors receive little publicity. They represent a segment of men living outside the pale of society, most of whom left their news value in the courts at the time of conviction.

**T**HE *Menard Time* belongs to a press association, the Penal Press, which represents the hundred-odd newspapers and magazines of the nation's prisons, a world of stone and steel. The association rarely makes the news. It has no teletypes and exists largely in the minds of its editors, but every member is dedicated to one idealistic standard: Proving that prisoners are people.

**T**HE Penal Press conducts all its business by mail, exchanging articles and ideas and publications. No fee is charged for membership and each publication is free to use another's work. PPS is the collective symbol—Penal Press Service.

Among the publications of the Penal Press *The Menard Time* consistently ranks as one of the nation's best, according to polls conducted by the association. *The Time* has two editors, David Saunders and myself, both inmates, editor and associate editor, respectively. Convicts have a point to prove, but how? The answer, we have found, lies in the simple reportorial function—giving the news to the people.

**"PEOPLE** are always news—especially in the bighouse," is a familiar saying around *The Time's* editorial desks.

Undoubtedly many have the old ideas about prison newspapers—suppression and heavy censorship. But ours is a view shared by File and Warden Ross Randolph, a man who has shaken an 82-year-old Menard out of its doldrums and pointed the way toward better administration-convict relationships. *The Time* is censored, but mostly with regard to controversial issues put forth in editorials or columns. General news is rarely censored.

Warden Randolph believes a good prison newspaper is a necessary thing in a sound penal program, for better morale and general well-being among prisoners.

"All papers perform a job," Randolph points out. "Outside prison walls they provide relationships between citizens that otherwise wouldn't exist. They create community spirit, boost the general welfare, and weld people together wherever they are printed. So why shouldn't they perform the same thing inside a penitentiary?"

Prior to Randolph's coming, *The Time* led an off-again, on-again existence. In 1943 it was discontinued and not published again until 1949. The January 1953 issue was a four page, five column product in semi-tabloid format on 18 by 12-inch newsprint, carrying little local news. The prison had just passed through two disastrous riots and censorship limited coverage. Then Warden Randolph came to Menard.

**B**Y contrast, the 1956 Christmas issue was a sixteen-page full tabloid paper containing greetings in color and a wealth of local news stories and features, complete with airy tabloid makeup and observing metropolitan requirements by carrying at least one picture on every page.

Today *The Time* has a circulation of 6,120, counting both inside and outside distribution, more than twice the early 1953 count. The mailing list includes subscribers from every state

and a dozen foreign countries, representing a wide range of readers from every walk of life—housewives, college students and instructors, legislators, penologists, governors and just plain John Does. Such subscriptions we prize highly, because it means that a picture of prison life is getting across to outsiders. Subscriptions are fifty cents a year.

In 1934 John File was editor and publisher of the Chester, Illinois, *Herald-Tribune*, a weekly with a paid circulation of 4,500.

It was fifty-two years ago that he first touched a form and smudged his fingers with ink in Greenville, Ill., as a printer's devil on the Greenville, Illinois, *Item*, which was printed on an Ideal Hand Cylinder press.

In 1934 File was approached by Joseph E. Ragen, then warden at Menard and now warden at Joliet-Stateville. Ragen wanted a print shop and a newspaper. In those days there was little in the way of vocational training programs in the nation's prisons. Men convicted in the courts were locked up—or worked for profit. A print shop was the beginning of a way to a change, and Ragen wanted it. But there also was a depression on and File got only \$500 to buy what printing equipment he could for the prison—a few cases of handset type, a straight platen press, forms, and smaller items. There was nothing left to pay File for his work. Later he got an appointment as vocational instructor at Menard from the governor. But meanwhile he started *The Time*, the first thing printed in the prison's new shop and the first prison newspaper printed in Illinois, File recalls.

**P**RINTING *The Time* then wasn't what it is now. Today the shop has a Model B Intertype, a Pony Miehle, good type assortments, and other modern presses and related equipment. In 1934 *The Time* was entirely handset.

"We had to print two pages at a time," File says. "Had to throw back the type before we could run the rest. At the start not a single prisoner knew anything about type."

The first issue was an eight page, three column, 9 by 12-inch effort. Makeup was old style, with single line 18 point boldface Cheltenham heads riding the tops of pages. Officers and officials apparently did most of the writing. No inmates' names appeared in the first mastheads.

Menard is not a model prison—physically speaking. It is old, but is remodeling, under a \$700,000 legislative appropriation, and has plans for new construction. There are other

things that go to make up a penitentiary's heart and soul—inmate morale, intangibles, a certain walled-in happiness and hope for the future. Here *The Menard Time* has helped.

*The Time* doesn't crusade, understandably, but it does reflect personalities. The two editors do all the writing—general news, features, editorials, columns and sports. In a sense the paper is two things: Our life with our brother convicts, and a picture of the institution in which we live.

The news doesn't always come easy. Men don't bite dogs every day in the penitentiary, or even once a month. But we hold to the opinion that news exists everywhere, that people are news, whether they be convicts or citizens.

**W**E try to dig up enough colorful news to satisfy the tastes of our readers. A glance at some of the headlines in recent issues gives an idea of the present spirit at Menard and the role the newspaper plays in institutional living:

"Blood Donors Aim for 5,000-Pint Mark Again" . . . "22 Pass High School Tests" . . . "Santa Gets Help on Toys" . . . a page-wide cut of a sleighing Santa.

Inside heads read: "Christmas Menu Has Southern Fried Bird" . . . "Menard Takes on Holiday Color as Decorating Begins" . . . "Books Donated" . . . "Bring It Back, Jack; He Needs That Luck" . . . "New Ideas Sought at Vocational Parley" . . . "Record Didn't Stop Lamb" . . . "Mac' Does Lots of Shutter Clicking" . . . "Nothing Is Nicer Than Christmas" . . . "Time Goes South."

Columns seem to provide good reading for Menardians—that's what we call our convict brothers—and are popular items. One such is a column called "The Finger," written by a chap who signs himself Anon E. Mus. Only three people know who he is. Since the columnist deals in names, he prefers it that way.

Accurate details of future happenings are reported. A movie review column is written by a "Sam Quentin" and ad displays highlight coming events. Color and action are injected every way possible. There is experimentation.

**A** CORKING idea for improving reader interest came from Saunders—writing prominent people whose work brought them in contact with convicts, requesting articles promulgating the idea that prisoners are people. That's where the theory behind *The Time's* policy started.

Erle Stanley Gardner, Justice  
(Turn to page 20)



No journalistic miracles, but organization, advance planning, and effort explain why

# CBS News Coverage of '56 Presidential Election Was Complete, Accurate, Fast

By PHILIP LEWIS



CBS News writer Philip Lewis explains how plans and preparations were made and executed in covering and reporting last year's biggest domestic news story, the Presidential election.

**O**N the night of last November 6, millions of Americans turned to their television sets to witness the unfolding of the biggest domestic news story of the year . . . the 1956 Presidential election.

For the three major networks—CBS, NBC and ABC—the programming that night climaxed the political year 1956, from the first primary campaign, through the Democratic and Republican conventions, to the moment when conclusive election returns were in from all parts of the country. In the days that followed, many critics praised CBS News for providing complete, accurate, and fast election returns. This was no accident.

Before the first camera was switched on at 8:30 p.m. election night, months of planning, conferences and trial-and-error rehearsals were held throughout the network's headquarters. Unlike newspapers and other periodicals, which only expand and contract within a fixed shell as the news warrants, television must build a new and specialized home each time some new, or special, programming is planned.

**L**OGISTICS, alone, can be a major problem. All the networks ran into difficulties in moving their tons of equipment first to Chicago, and then to San Francisco, for the Democratic and Republican national conventions. The problems of providing election coverage on television are of a different order, but no less intense. Thousands of man-hours went into creating and perfecting the devices which we hoped would keep the fast-moving returns readily understandable, and in perspective.

Artists and scenic designers created a huge set, and carpenters brought their ideas to life; electronics experts perfected old, and tested new equipment; researchers dredged up reams of material on the numerous candidates and races; executives, secretaries and office boys all contributed in some way for weeks before the first

vote was cast. Those most directly concerned viewed kinescopes of the 1952 elections, criticizing and rejecting as past mistakes became apparent.

There is an easy way and difficult way of producing television coverage of such an event, and it usually shows up in the end product. But an army of people and a barrel of money do not insure success. On election night, 1956, a combination of effort, experience and good luck provided for CBS as completely successful a coverage of the election returns as has been achieved to date.

**A**LL the important data were instantly visible. Presidential returns, in individual states and the country as a whole; electoral votes; comparative votes; and Senatorial, gubernatorial and selected congressional returns were easily and readily available to the watching audience. We tried, at least once every half hour, to get to each of our regional boards for a summary of the important and significant races in every part of the country, at the same time keeping abreast of the continually changing presidential returns.

But behind the admittedly extravagant television show was something much more basic and much more in the tradition of journalism. At the Democratic and Republican conventions earlier in the year, CBS News had set up its own news service. CBS News correspondents, scattered throughout the convention halls and hotels in Chicago and San Francisco, reported in to a central headquarters with news items. This information was passed on to all interested parties in the organization, including other correspondents in different parts of the cities. We found that as the system developed, we were getting more information faster than the wire services could provide.

**T**HE system worked so well, it was expanded for our election coverage. Weeks before election day, CBS News

correspondents were assigned to specific areas in the country. Their groundwork paid off handsomely on election night. They spotted the key precincts and counties in the country, and were able to forecast accurately the outcome of a given race long before it became evident in the returns. Again we had gone out on our own, and again we were able to get away from almost complete reliance on the wire service.

**A**T the same time these CBS News correspondents were working the field in their assigned areas, they were lining up stringers for the network on election night. By election day, CBS had thirty-eight stringers phoning in latest results from their respective election headquarters. All were asked to call at least once an hour with the latest figures. In some areas, where the races were close, or had particular significance, our stringers called in more often, or were called by us when there was specific information we wanted to have. Some of these men covered more than one state . . . as in the South . . . but all were reliable newsmen and knew their areas well. In the New York area, CBS News staffers were assigned to the various election headquarters . . . two men each to Albany, for New York State returns; Newark, for New Jersey returns; Hartford, for Connecticut returns; and one man to the Municipal Building in New York City for city returns.

All the material was fed to a battery of rewrite men working right on the set. Copies of the figures were

passed on to a special group of statisticians for speedy compilation, and then flashed to our audience.

**W**E performed no journalistic miracles. The methods we used are pretty much the same that have been used by national news-gathering organizations for many years. But instead of sitting back and waiting for the returns to be fed to us, we set out to compete with the wire services. An AP, UP or INS man in Boise, Idaho, faces necessary delays in getting his state returns on the wires. A CBS News stringer, with a telephone at his side, saves precious minutes by phoning us directly with the same figures. Multiply this procedure by 48, and the total runs millions of votes ahead of

what is available at any given time from the best of the wire services.

There was no journalistic magic involved. We got off to a fast start in reporting the election returns, and we maintained a substantial lead throughout the night. Our success was simply a matter of organization, and a determination to get the election results to our audience the fastest way possible.

**T**HE cost to CBS of providing this coverage was somewhat greater than if we had proceeded as in the past by letting the wire services do the job for us. But for CBS, and for all radio and television, it established a precedent which promises increasingly stiff competition for all news media all the way down the line.

## Zone Sections in Big Dailies Have Community Appeal

(Continued from page 14)

The New York *Herald Tribune* published a zone section for New Jersey before World War II, according to George A. Cornish, executive editor, but discontinued the section at the time of the paper shortage. Cornish believes that such sections can be of great value both to the newspaper and its readers in some cases.

**"N**EW YORK is, of course, a complicated area and it is difficult to arrange distribution on such a basis that certain copies go to certain sections. In cases where these problems can be overcome, there seems to me to be no reason why such sections should not be used," he adds.

But how are some of the existing zone sections doing in circulation and advertising?

The granddaddy of them all—the Chicago *Tribune's* neighborhood program—seems to be quite healthy. When the zone sections were started in the *Tribune* in 1927 the total circulation was about 740,000. Today, the five sections have a circulation of nearly a million every Sunday.

More than 1,650 retail accounts used the *Tribune's* zone sections during 1956. In addition to the localized advertisers, many of Chicago's major downtown stores with branch outlets make use of the neighborhood sections, as well as the full-run news sections.

**T**HE Houston *Chronicle* is highly pleased with its neighborhood sections.

"The sections promote advertising from business concerns which have no need for over-all coverage," man-

aging editor Watts explains. "Often a business in one section of Houston will, after successfully advertising in the Neighborhood News, expand into other sections and become an advertiser in the big paper."

Nick B. Williams, assistant managing editor of the Los Angeles *Times*, reports that, in the opinion of that paper's circulation department, the *Times'* five zone sections "have proved useful in retaining circulation, although there is no conclusive evidence that they gain new circulation."

The sections contain between 50 and 65 per cent of advertising at rates based on the number of subscribers for each section, Williams states. "This, of course, has resulted in an increased volume of advertising."

Whatever the outcome on circulation and advertising figures, one thing appears to be certain—the zone sections have a wide following. A readership survey conducted by the Los Angeles *Times* for its San Gabriel Valley section indicated that zone news was extremely popular.

**S**OME 5,000 questionnaires were sent out to a random sampling of subscribers in the area; 43.9 per cent were returned.

Here are the results: 43.9 per cent felt the section was good, and usually read it; 36.0 per cent said it was excellent, and never miss it; 15.8 per cent found it fair, and read it occasionally; 3.2 per cent thought it was poor, and read it a few times but found nothing of interest; and 1.1 per cent did not know there was a San Gabriel Valley section.

The survey, therefore, showed that 79.9 per cent of the subscribers felt the zone section was either good or excellent, which is a pretty good batting average in any league.

## CLASSIFIED ADVERTISING

Rates: Situations Wanted .08 per word; minimum charge \$1.00. Help Wanted and all other classifications .15 per word; minimum charge \$2.00. Display classified at regular display rates. Blind box number identification, add charge for three words. All classified payable in advance by check or money order. No discounts or commissions on classified advertising.

When answering blind ads, please address them as follows: Box Number, THE QUILL, 35 E. Wacker Drive, Chicago 1, Ill.

## MISCELLANEOUS

### FREE

Monthly job market letter, with list of available jobs and nationwide employment conditions. Bill McKee, Birch Personnel, 59 E. Madison, Chicago, Illinois.

**LOOKING FOR A PUBLISHER?** Send for our free brochure which tells how we can promote and distribute your book. Ask for booklet QL-Vantage Press, 120 W. 31, New York.

## SITUATION WANTED

**SPORTS EDITOR-WRITER** available August after Army release. Desire position with newspaper strong on sports coverage. Large daily experience, J-grad, SDX. Box 1147, THE QUILL.

Experienced feature and political writer must relocate to dry climate for child's health. Strong on personality-sketch essays and warm interpretive interviews. Active newsman (27) has edited trade journal and official state political news organ. Degree and top references. Box 1149, THE QUILL.

**JUNE JOURNALISM GRADUATE** desires work on daily. Experienced in sports writing and general reporting. Have written articles for metropolitan dailies, SDX. Box 1150, THE QUILL.

## HELP WANTED

Young man with two years experience on country weekly or J-School training. Must like people, plenty of ambition and a desire to own a North Dakota weekly some day. Applicant should outline fully educational background and experience, giving references, present salary, and draft status. Box 1148, THE QUILL.

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# Nashville Clergy Learn Photography in Church Tells Religion's Story

*Dignified co-operation of press photographers wins approval of church leaders and shows that camera does not distract congregation*

By JAMES W. CARTY, JR.

**T**HE Baptist minister in suburban Nashville, Tennessee, gently led a fourteen-year-old girl into the baptism. Before baptizing her by immersion, the pastor lifted his right hand and said a brief prayer as 1,200 worshipers watched.

Just then arose a Nashville *Tennessean* photographer, wearing a robe and seated in the choir loft at one side of the platform. He snapped one photograph of the unfolding scene, and sat down. Only a few in the audience noticed the photographer.

Next morning, the *Tennessean* carried a picture of the baptism, accompanying the regular weekly feature article, "A Reporter Goes to Church." In the three years since this series began, many of the pictures have been taken during actual worship services. Some have been posed afterwards, but the trend is for an increasing number of clergymen to permit and prefer pictures made of actual happenings. This is true of Protestants and Catholics alike; not so of Jews.

**M**OST spiritual leaders who have taken part in the series believe realistic pictures aid the interpretation of religion. Dr. Nels F. S. Ferre, one of the world's foremost theologians and a professor at Vanderbilt Divinity School, is one of the adherents of realism.

"These photographs," he said, "take into houses of worship many people who have never attended any service. The pictures show non-members the atmosphere in which the faiths thrive. They also show members the richness and variety of forms of different groups. Thus photographs make for tolerance, good will and understanding."

Some ministers who insisted on posed pictures later realized that even the best posed pictures fail to capture

the vividness and freshness of actual events. A mother never repeats the exact smile she displays the first moment her son accepts Holy Communion for the first time, for example.

Ministers do not believe photographs taken during services mar the dignity or solemnity of the occasion. Churches, like courts, stress an atmosphere of

formality, dignity, respect, awe. Both are conservative in admitting newness into their order of business and frown upon anything which would seem to disturb the "sanctity" or status of the institution.

But photographs of churches and courts can increase understanding and respect for their activities, rather than bring disrespect upon them.

**J**ACK CORN, *Tennessean* photographer who covered the first "Reporter Goes to Church" assignment, in 1953, also was the first photographer in Nashville to take pictures of courtroom proceedings. More than a year later came the opportunity to photograph proceedings of a murder trial in state criminal court.

So adeptly did Corn handle it that Judge Charles Gilbert issued a statement explaining that Corn did not interfere with or disturb the decorum of the court. Subsequently Corn has photographed criminal trials in circuit courts in several other Tennessee cities, ordinarily using a 35 mm. camera, but sometimes a Graphic, without flashbulbs.



This natural light photograph shows the Reverend Robert M. Shaw, rector of St. George's Episcopal Church, Nashville, Tennessee, motioning worshipers to rise for a hymn during a Sunday morning service. Photographer Jack Corn shot the picture inconspicuously and unnoticed by all but a few in the congregation.



Other Tennessean photographers also have taken photographs of church and court scenes. They all are members of some religious institution, appreciate the dignity of the service and are interested in interpreting it, not just in getting any picture.

Attempts are made to coordinate pictures and sermon themes, when possible. If a pastor preaches on giving, then pictures are made of collections. When messages are on prayers, photographs are taken of individuals or the entire congregation in meditation.

SOMETIMES, readers use the information to solidify their own biases and opinions. One woman, who believed in baptism by immersion, saw

a picture of a Methodist pastor sprinkling a young man, and called the minister and reprimanded him.

NOT all pastors or laymen will permit pictures to be taken during services. One usher and member of the church council saw a photographer setting a camera on a tripod in the balcony and demanded an explanation. Told that permission to take a picture had been given by the minister, the layman said the council, not the minister, ran the church. However, despite his hostility, he let the picture be taken and had to admit that the photographer did not disturb the service, but recorded it in pictures for several thousand readers the following day.

## Prison Newspaper Expresses Way of Life for Convicts

(Continued from page 16)

George W. Bristow of the Illinois Supreme Court, Ellsworth Bunker, past president of the American Red Cross, Senator William Langer of North Dakota, and Dr. Negley K. Teeters, professor of sociology at Temple University, were among recent contributors to the series, "Prisoners Are People."

THE *Time* has undertaken several projects, with administration help and sanction. A yearly "Toys for Tots" program, plugged by the paper, finally was brought to fruition through cooperation between Beta Sigma Phi, a women's sorority in Chester, Chester townspeople, and the administration and inmates of Menard. Last year Menard convicts played a leading role in the Santa game by sending five truckloads of toys to area children.

Another *Time* accomplishment was promoting a journalism class, conducted by Southern Illinois University at Carbondale. The class was the

first college course ever conducted within the walls of Menard. Another is now being held.

Various plaudits have been handed *The Time* by people well known to the trade:

"Well planned and well produced . . . a good job of newspapering," said Edmund Arnold in a recent issue of *The Publishers' Auxiliary*.

"Among the best prison newspapers is *The Menard Time*," said feature writer and magazine author John Keasler in a front page feature in the *Everyday Magazine* of the St. Louis *Post-Dispatch*.

"MY favorite newspaper . . . *The Menard Time*," said Robert Sylvester in his column in the *New York Daily News*.

Many letters are received weekly by Warden Randolph, commenting on *The Time*.

Editor Saunders came to prison when he was eighteen years old—for murder. He is serving forty years. He put out a church newspaper when he was twelve, worked on his high school newspaper, and while still in high school was a correspondent for his home town newspaper. At the age of nine he swept floors and was a kind of juvenile printer's devil for the Texas City, Texas, *Sun*. He's not due out of prison, barring clemency and parole, before Sept. 17, 1971. That's a long time, but he hopes to fill it with a lot of newspapering.

I'm luckier, I guess. I'll be released this year. And like Saunders I can't think of doing anything except newspapering.

## Cannon 35

(Continued from page 10)

ing the questionnaire were highly articulate. They wrote colorful responses, full of clever invective, caustically berating judges, lawyers, and others who were, they claimed, selfishly and short-sightedly interfering with press freedom. They handled words well; but one couldn't avoid the feeling that they were too glib, turned phrases to adroitly, and avoided basic ideological and philosophical issues too neatly.

Members of the legal profession in favor of retaining Canon 35 wrote ponderous, sometimes detailed and pedantic, defenses of their position. They were a little on the dull side, but there was no mistaking their sincerity and their deep concern with things like right, morality, justice, freedom, and the inalienable right to a fair, impartial trial.

Again and again the managing editors returned to "freedom of the press," but they singlemindedly avoided any reference to one basic issue raised perpetually by the other respondents: *What pictures of what trials did the newspapers want permission to take? And for what purpose?* The legal profession voiced a strong suspicion that the newspapers were interested in taking sensational pictures—sentencings, court melees, notorious witnesses, amusing interludes. There was a belief that the press was only peripherally concerned with freedom of the press, using this war cry to switch attention from the realities of the situation.

WITH this suspicion the newspaper profession must deal intelligently and constructively if the dispute about Canon 35 is to be settled permanently in its favor. Freedom of the press is a vitally important concept. Nobody will deny this. But freedom is not a carte blanche grant, permitting social abuses to be committed in its name.

Freedom, everyone knows, carries deep responsibility. In the present situation the responsibility of the press seems to be clear—to see that the constitutional guarantee of a fair, decorous trial is in no way impaired.

The legal profession has posed the underlying question. It remains for the newspapers and other communications media to supply the answer:

What pictures of what trials do they intend to take? And for what purpose?

When the answers are in, I think, the merits of Canon 35 may be accurately evaluated.

### Photo Credits

Front Cover: Columbia Broadcasting Company

Page 9: Dr. Gilbert Geis, Reeves

Page 13: Los Angeles Times City Room, Gil Cooper, Los Angeles Times

Page 15: Menard Time Staff, Menard Time Staff Photo

## The Book Beat

THE thesis of Robert E. Park that the immigrant press served as a major vehicle of assimilation even as it preserved for its readers the remnants of the culture of the homeland is supported by Carl Wittke in *"The German-Language Press in America"* (University of Kentucky Press, Lexington, \$6.50).

Benjamin Franklin founded the *Philadelphische Zeitung*, first German-language newspaper in America in 1732; in 1956 there were a handful of publications fighting a rearguard action against oblivion. Between these dates successive waves of German immigrants brought to this country new reading publics and new editors. Altogether, the periodicals published for the German reading people of America, at one time or another, are numbered in the thousands. Some found only a handful of readers and died by press day of the second issue. Others, like the *New Yorker Staatszeitung*, which in 1872, with 55,000 copies daily, claimed the largest circulation of any German paper in the world, continued publication for generations.

The German Revolution of 1848 was led by men of idealism and learning. Driven from their homeland with the failure of their cause, many came to America where their talents gave to the German press an intellectual vigor unmatched in any other foreign language group of this country. Formation of a German party was discouraged. All of the political parties in the 25-year period after 1850 mustered their quota of German editors.

In the campaign of 1860, for instance, Lincoln, Douglas, and Breckinridge each was endorsed by German newspapers, although in the outstanding centers of German liberalism and rationalism the Republicans were favored. After the collapse of Frémont's candidacy in 1864 more and more of the German editors found themselves identified with the liberal wing of the Republican party, which eight years later balked at the excesses of the Grant Administration and presented to the beer-loving German editors a teetotaling presidential candidate in the person of Horace Greeley.

Criticism of the editorial policies expressed in German-American newspapers was not uncommon in the homeland. On many occasions censorship was invoked by the German authorities. The author insists there was no systematic attempt to control the German papers in America from the homeland and it has yet to be proved

that any editor in America was purchased during World War I by the gold of the Kaiser's agents.

By 1890 the German language newspapers had become American newspapers, printed in German. They were more than eight hundred in number. Circulation was at the peak and the German press had achieved its greatest prosperity. The decline was rapid. The second generation German spurned the language of his parents. World War I only hastened the disaster made inevitable when the tide of immigration ebbed and then ceased.

Dean Wittke, an authority on the history of the Germans in America, has produced a fine book. At the same time it is a pity that the details of scholarship must obscure the personalities of some of the greater lights of the German-American press.

HOWARD R. LONG

**C**RITICISM of the American press is a popular pastime for some American writers. Recently this perennial theme has been dormant except for the vituperation of the political campaign. But New York University Professor Ludwig von Mises has reawakened criticism of mass media in a new, small but potent book *"The Anti-Capitalistic Mentality"* (D. Van Nostrand Co., Inc., Princeton, N. J., \$4.50). While the principal topic of the book is not the press, it comes in for some sharp comment.

Professor von Mises says that capitalistic society has put man in a better place in terms of economic well being and political liberty than any other form of government in the history of the world. But this same society also produces much resentment against itself.

This resentment takes the form of frustrated ambition of those who see others enjoy more success than themselves under capitalism. There is resentment on the part of intellectuals, white collar workers, and many of the rich who have fortunes but no businesses to run. These groups do not blame themselves but the system. This is the anti-capitalistic mentality of which the author writes. He blames the press, including particularly its purely literary phases—movies, radio-TV, magazines and the stage—for furthering this stereotype. One of the principal sections of this 114 page book deals with "Literature Under Capitalism."

Professor von Mises writes:

"A free press can exist only where there is a private control of the means

of production. In a socialist commonwealth, where all publication facilities and printing presses are owned and operated by the government, there cannot be any question of a free press. The government alone determines who should have the time and opportunity to write and what should be printed and published. Compared with the conditions prevailing in Soviet Russia, even Tsarist Russia, retrospectively, looks like a country of a free press."

Professor von Mises deserves a hearing, although much of what he says about the press is subject to another interpretation. The charges in *"The Anti-Capitalistic Mentality"* would make an excellent basis for a graduate seminar in journalism schools.

DICK FITZPATRICK

**M**ASS media's effect on society is now getting some much needed attention in current literature. The most extensive and significant general analysis published to date is *"Mass Culture: The Popular Arts in America"* (The Free Press, Glencoe, Illinois, \$6.50). This important collection of articles is edited by Bernard Rosenberg, a New York market research specialist, and David Manning White, research professor of journalism at Boston University.

Journalism literature includes some, but not a significant number of analyses of the newspaper and society. As the authors point out, however, although mass culture has played a pervasive role in American society from the invention of machine driven printing presses, "it is only in recent years that scholars have paid substantial attention to the interplay between the mass media and society."

The importance of this book is increased because its fifty-one contributors include literary critics, social scientists, journalists and art critics.

The two editors represent different points of view. One takes the intellectual approach of rejecting mass culture and the other advocates critical support of it. These diverse views are presented in the first two essays in the book. The rest of the book contains forty-seven articles by people who range from poet Walt Whitman to communications theorist Paul Lazarsfeld, from social critic Alexis de Tocqueville to culture critic Gilbert Seldes, and from political philosopher Jose Ortega y Gasset to social philosopher David Riesman.

Advertising is handled in two discussions. The concluding section of the book contains eight articles which present an overview of the subject.

DICK FITZPATRICK



## *Early American Oil Man*

The American Indian is credited with many firsts, to which should be added the discovery of oil in America.

True, it was Colonel Edwin Drake, who, in 1859, brought in the first oil well. But long before, the American Indian had learned to skim oil off certain streams that flowed through Pennsylvania.

To the Indians, oil was medicine . . . and although their precise medicinal use may not always have been appropriate, their idea was sound . . . for today oil is actually an ingredient in many drugs.

But far overshadowing its use for drugs and by-products is the use of petroleum to power a growing America . . . petroleum in the form of natural gas

. . . petroleum in the form of advanced motor oils, greases, and gasolenes.

Here, above all else, Cities Service is proud to take its place as a leader . . . the only oil company that now offers totally new grades of gasoline for every type of car.

Literally fuels of the future, these new gasolenes are the crowning achievement of the finest men, methods, and multimillion dollar refining equipment. More importantly, they are part of a continuing series of petroleum "firsts" now offered and yet to come from Cities Service . . . for as America grows, so grows Cities Service, for nearly half a century, a leader in oil progress.

**CITIES  SERVICE**





# Sigma Delta Chi NEWS

NO. 56

May 1957

## Announce Winners of 25th Annual SDX Awards

### Historic Site, Research Committees Named

Two more committees have been appointed by National President Sol Taishoff, editor and published of *Broadcasting-Telecasting*, to carry on major activities of the Fraternity.

Personnel of the committees and assignments are:

**Historic Sites Committee**—Herbert G. Klein, executive editor, *The San Diego (Calif.) Union*, Chairman; Horace Barks, Editor, National Industrial Service, Assoc., St. Louis, Mo.; Robert H. Voris, Editor, *Waterloo (Ill.) Republican*; Victor J. Danilov, Illinois Institute of Technology, Chicago; Prof. Edwin Emory, University of Minnesota, Minneapolis; John L. Chandler, *United Press*, Syracuse, N. Y.; Sylvan Meyer, *Daily Times*, Gainesville, Ga.; Murray Powers, managing editor, *Akron (Ohio) Beacon Journal*; Murlin Spencer, Bureau Chief, *The Associated Press*, Seattle, Wash.; Milford Chip, *Union & Tribune Publishing Co.*, San Diego, Calif.; Irving Dilliard, St. Louis (Missouri) *Post Dispatch*.

The committee will recommend to the 1957 National Convention a site having important significance in the history of journalism and suitable for marking.

**Research Committee**—Charles E. Swanson, Curtis Publishing Co., Philadelphia, Pa., Chairman; Dr. Frank Luther Mott, Director Emeritus, School of Journalism, University of Missouri, Columbia, Mo.; Edward Lindsay, editor, *Lindsay-Schaub Newspapers*, Decatur, Ill.; Robert U. Brown, editor & president, *Editor & Publisher*, New York, N. Y.; Ralph D. Casey, Director, School of Journalism, University of Minnesota, Minneapolis; George E. Simmons, Chairman, Department of Journalism, Tulane University, New Orleans, La.; Robert L. Jones, Director, Research Division, University of Minnesota, Minneapolis; Sidney Goldish, Research Director, Minneapolis (Minn.) *Star & Tribune*.

The committee will recommend to the Fraternity what it considers Sigma Delta Chi's role in research should be.

### Other Appointments

Earl Ewan, U. S. Steel Corp., New York City, has been appointed to the fiftieth anniversary committee, and John Jones, president, *Houston (Texas) Chronicle*, has been named chairman of the 1957 convention arrangements committee.

SDX NEWS for May, 1957

Winners of the 25th annual Sigma Delta Chi Awards for Distinguished Service in Journalism were announced April 17 by Victor E. Bluedorn, national director of the awards, on the 48th anniversary of the Fraternity's founding. The following are winners in the 15 categories for outstanding work in the press, radio, television and research, done in 1956:



Presentation of the bronze medallions and plaques to winners of the Fraternity's Distinguished Service Awards will be made at the Annual SDX Awards Banquet May 16, The Hotel Pierre, New York City.

National President Sol Taishoff will present the awards on behalf of the Fraternity.

General Curtis LeMay will be the featured speaker. Members, wives and guests are welcome. Tickets may be secured from the New York Professional chapter which is cooperating in making the banquet arrangements.

### New Book Available

A Manual of Procedure and Information was recently published by Sigma Delta Chi. It contains valuable information about the society, how to start and operate a chapter, duties of officers, constitution and by-laws, and includes a history of the Fraternity. Members may secure copies by sending fifty cents to SDX Headquarters, 35 E. Wacker Drive, Chicago.

### Texas Bound?

The 1957 Convention of Sigma Delta Chi will be held at the Shamrock Hotel, Houston, Texas, November 13-16.

### PRESS

Alfred Kuettner, *United Press*, Atlanta, Ga., for **GENERAL REPORTING**.

Sylvan Meyer, *The Daily Times*, Gainesville, Ga., for **EDITORIAL WRITING**.

Bem Price, *The Associated Press*, Washington, D. C., for **WASHINGTON CORRESPONDENCE**.

Russell Jones, *United Press*, for **FOREIGN CORRESPONDENCE**.

Dan Tompkins, *Santa Monica (California) Outlook*, for **NEWS PICTURE**.

Herbert L. Block, *Washington (D. C.) Post and Times Herald*, for **EDITORIAL CARTOONING**.

The Portland (Oregon) *Oregonian*, for **PUBLIC SERVICE IN NEWSPAPER JOURNALISM**.

### MAGAZINES

John Bartlow Martin, *Saturday Evening Post*, for **MAGAZINE REPORTING**.

Life Magazine, for **PUBLIC SERVICE IN MAGAZINE JOURNALISM**.

### RADIO

Howard K. Smith, *Columbia Broadcasting System*, London, for **RADIO NEWSWRITING**.

Edward (Johnny) Green, *Station KPHO*, Phoenix, Arizona, for **RADIO REPORTING**.

CBS Radio Network, New York City, for **PUBLIC SERVICE IN RADIO JOURNALISM**.

### TELEVISION

Ernest Leiser and Jerry Schwartzkopff of *Columbia Broadcasting System*, and Julian B. Hoshal and Dick Hance of *KSTP-TV*, Minneapolis-St. Paul, for **TELEVISION REPORTING**. (Duplicate awards).

KPIX, San Francisco, California, for **PUBLIC SERVICE IN TELEVISION JOURNALISM**.

### RESEARCH

Theodore B. Peterson, *University of Illinois*, Urbana, Ill., for **RESEARCH ABOUT JOURNALISM**.

Fifty-nine journalists and distinguished Americans participated in the judging of the nominations which were made by individuals, newspapers, magazines, radio

(Turn page)

and television stations and networks, schools of journalism, civic organizations and members and chapters of the journalism society.

The awards are among the oldest in journalism, having been made annually since 1932.

Citations for each of the award recipients follow:

**CITATION FOR ALFRED KUETTNER**  
*United Press, Atlanta, Georgia*

For distinguished service in the field of General Reporting, the Sigma Chi award is made for 1956 to Alfred Kuettner, bureau manager of the *United Press*, Atlanta, Georgia, for his searching and comprehensive analysis of the reaction of Southerners to the desegregation order of the Supreme Court.



Writing under widely separated datelines, Mr. Kuettner revealed the sentiment of all classes of both races. As a result his clear, crisp writing displayed depth of perception and a remarkable degree of objectivity on what has probably been the major emotional issue of the generation.

**CITATION FOR SYLVAN MEYER**  
*The Daily Times, Gainesville, Georgia*

For distinguished service in the field of Editorial Writing, the Sigma Delta Chi award is made for 1956 to Sylvan Meyer, editor, *The Daily Times*, Gainesville, Georgia.



Sylvan Meyer's editorials on moderation in dealing with the race situation in the South represented a beacon around which thoughtful men could rally. His position was a delicate and courageous one in a region where feelings were intense, and it called for a high degree of responsibility on the part of the press as reflected in its editorial pages. His editorials were readable and effective, and dealt with a subject of greatest interest in his area.

**CITATION FOR BEM PRICE**  
*The Associated Press, Washington, D. C.*

For distinguished service in the field of Washington Correspondence, the Sigma Delta Chi award is made for 1956 to Bem Price of *The Associated Press*.



Mr. Price has produced a well-rounded, penetrating and objective study of one of the nation's most acute problems—racial integration. His articles reflect extensive interviewing and a sound and dispassionate interpretation of his material. This series is a splendid contribution to a better public understanding of a complex national issue.

**CITATION FOR RUSSELL JONES**  
*United Press*

For distinguished service in the field of Foreign Correspondence, the Sigma Delta Chi award is made for 1956 to Russell Jones of the *United Press*.



Russell Jones was among the able American reporters who covered the story of the Hungarian revolt and its consequences. He brought to readers a feeling of being on the spot at one of the greatest crises of history. In gathering and filing his material under constant pressure of deadlines, he faced great personal danger and unimaginable adversity, yet his dispatches were models of clarity, dramatic impact and completeness. His personal interpretation, written after his escape from Hungary, gave readers a new perspective from which to assess the ultimate significance of the events.

**CITATION FOR DAN TOMPKINS**  
*Santa Monica (Calif.) Evening Outlook*

For distinguished achievement in the field of News Photography the Sigma Delta Chi award for 1956 is made to Dan Tompkins of the *Santa Monica (Calif.) Evening Outlook*.



With his striking picture, "Escape," Mr. Tompkins dramatized coverage of a natural disaster—the California brush fires in December 1956—with a compelling view of the disaster's impact on the individual. In so doing, he demonstrated marked qualities of alert news recognition and technical competence, for the violent and hazardous conditions which are the essence of the picture provided also formidable difficulties for the photographer.

(PRIZE PHOTO ON PAGE 29)

**CITATION FOR HERBERT L. BLOCK**  
*Washington (D.C.) Post and Times Herald*

For distinguished service in the field of Editorial Cartooning, the Sigma Delta Chi award is made for 1956 to Herbert L. Block of the *Washington Post and Times Herald*, Washington, D. C.



In hard hitting pen strokes, Herbert Block depicts the people's right to know about their government as a ball being tossed back and fourth by a bunch of bull-sized government agencies to confuse, not enlighten, the public. His winning cartoon captures the essence of what is happening to freedom of information at the public's expense. Mr. Block takes an idea on which millions of words have been written and

spoken and reduces it to a skillful cartoon which entices with humor then delivers its important message with impact.  
(PRIZE CARTOON ON PAGE 29)

**CITATION FOR PORTLAND (OREGON) OREGONIAN**

For distinguished service in the field of Public Service in Newspaper Journalism, the Sigma Delta Chi award is made for 1956 to the *Portland Oregonian*.

The *Oregonian*, starting from a chance interview with a racketeer, developed a monumental series of stories, backed by trenchant editorials, that demonstrated how the tentacles of union bossism and vice had tried to reach into almost every department of state and city government. The campaign was prosecuted vigorously and thoroughly in the face of a variety of threats, economic and physical. The first results were written in indictments in the local field against union officials and public office holders. Then it moved into the national scene by prompting a Senate inquiry into labor racketeering.

**CITATION FOR JOHN BARTLOW MARTIN**  
*Highland Park, Illinois*

For his distinguished series on the problem of mental health, "Inside the Asylum," carried in the *Saturday Evening Post* in October and November 1956, the Sigma Delta Chi award for Magazine Reporting is made for 1956 to John Bartlow Martin.



Mr. Martin has been able to make meaningful for Americans the magnitude of one of their greatest social problems—mental illness—and has described with dignity and insight its impact upon its victims and its demands upon the American community. He has mastered intricate personal, medical and institutional detail without succumbing to technical jargon or losing sight of human values. Above all, he has painted a picture of hope and encouragement in the midst of despair.

**CITATION FOR LIFE MAGAZINE**  
*New York City*

For distinguished service in the field of Public Service in Magazine Journalism, the Sigma Delta Chi award for 1956 is made to *Life Magazine* for its series of articles titled "The Background of Segregation."

*Life Magazine* has given an extremely fair and thoroughly readable treatment to possibly the most important problem of this world's age—segregation. *Life* has used the great resources at its disposal as effectively as is possible. A series on a controversial subject should ideally give objective treatment, be readable and interesting, and point towards solution to the problem. *Life* has done this in a memorable way and demonstrated courage in the doing, for there are bitterly prejudiced persons on both sides of the question. This is an ideal end result of the picture-journalism for which *Life* is famous. The editors' expressed goal was "to provide light rather than heat for a problem where there was too much heat and too little light." This *Life* has done.

#### CITATION FOR HOWARD K. SMITH

*Columbia Broadcasting System, London*

For outstanding journalistic accomplishment in the field of radio news writing during 1956, the Sigma Delta Chi award is presented to Howard K. Smith of the Columbia Broadcasting System.



At a time when Americans were in need of facts and understanding, Howard K. Smith illuminated one of the world's more crucial moments with preceptive and analytical

reporting.

His account of events in Britain during the withdrawal from the Suez Canal Zone captured the pathos of a proud nation retreating, the intricacies of parliamentary dissension, and the bitterness of a nation split within itself and from its traditional ally.

By using careful, uncolored language, Smith captured the excitement and the tragedy of a momentous period in history. He reported with insight and accuracy, in such a way as to reach the intellect and emotions of anyone who might have been listening that morning of December 9, 1956.

For a significant contribution to the understanding by man of the world around him, and for a demonstration of high performance in news writing, Sigma Delta Chi presents its award for distinguished service in journalism to Howard K. Smith.

#### CITATION FOR JOHNNY GREEN

*KPHO, Phoenix, Arizona*

For distinguished service in the field of Radio Reporting, the Sigma Chi award is made for 1956 to John Green of Radio-Television Station KPHO, Phoenix, Arizona.



"Johnny" Green's outstanding coverage of the Grand Canyon air disaster, June 30, 1956, which claimed 128 lives, is a dramatic example of on-the-spot radio reporting at great personal risk. Green was on the scene

for every development from the first sighting of wreckage to the bringing up of the first planeload of bodies from the floor of the canyon by helicopter. His words were concise, his grasp of the overall picture dramatic. He interviewed the rescue leaders, airline officials, the coroner—all the persons who could help him tell the tragic story in words. He flew through treacherous air currents over the site for part of his story. Green's radio reporting of this worst commercial air disaster in history was complete, colorful and virtually continuous for a 48-hour period.

#### CITATION FOR CBS RADIO NETWORK

*New York, N. Y.*

"For distinguished Public Service in Radio Journalism, the Sigma Delta Chi award for 1956 is made to CBS Radio Network for its news programs, 'The World at Large.'

SDX NEWS for May, 1957

Voices and events, personalities and issues, presented daily from all parts of the world, took the American listeners unusually close to current world affairs. The entire series of outstanding reporting and commentary constituted imaginative leadership and intelligent enterprise in radio journalism."

#### CITATION FOR JERRY SCHWARTZKOPFF and ERNEST LEISER

*Columbia Broadcasting System*

**JULIAN B. HOSHAL and DICK HANCE**  
*KSTP-TV, Minneapolis-St. Paul, Minn.*

For distinguished service in the field of Television Reporting the 1956 Sigma Delta Chi award is made in duplicate to Jerry Schwartzkopff and Ernest Leiser of the Columbia Broadcasting System, and to Julian B. Hoshal and Dick Hance of KSTP-TV, Minneapolis and St. Paul. The work of these newsmen was considered of such equal merit that duplicate honor is made without commitment to any precedent.

Schwartzkopff slipped into Budapest in October, 1956, to film the height of the Hungarian Rebellion against Soviet and secret police rule. He crouched beside rebel fighters in the thick of the battle to produce one of the finest films of actual battle made in years. Of five motion picture cameramen on the scene, two were wounded, one of them fatally.



Leiser



Schwartzkopff

Schwartzkopff's photography was combined with Leiser's taut, low-pitched narrative to produce a masterpiece worthy of their courage, skill and intelligent reporting.

When a Marine Air Reserve jet fighter plane careened into a row of homes, killing ten persons, destroying one home and setting fire to five others, the news and camera crews of KSTP-TV went into action swiftly and intelligently under the direction of News Director Julian Hoshal and Photo Director Dick Hance.



Hoshal



Hance

Although they worked under extreme pressure, those crews produced a remarkably complete, dramatic and touching pictorial and verbal account of the trag-

edy that stunned a neighborhood and resulted in far-reaching changes in airport development plans in the area.

#### CITATION FOR KPIX

*San Francisco, California*

In recognition of a far seeing, practical endeavor in the field of Public Service in Television Journalism, the Sigma Delta Chi award for 1956 goes to KPIX, San Francisco, California, for its series "Decision or Dilemma."

Uncommonly effective in the factual examination of an all-too-common metropolitan traffic ailment, the presentation persuasively offered a rapid transit remedy supported by expert advice, sound economic reasoning and official authority.

In pointing up a possible answer to one of the most troublesome questions confronting the San Francisco Bay area, it demonstrated at the same time the need for equal public spirit, vision and enterprise in many another city and, indeed, on a national scale.

#### CITATION FOR THEODORE B. PETERSON

*University of Illinois, Urbana, Illinois*

For research in journalism, the Sigma Delta Chi award is made for 1956 to Theodore B. Peterson of the University of Illinois.



Professor Peterson's book, *Magazines in the Twentieth Century*, contains an enormous amount of data, of which little was generally available to the usual reader. The book presents the results of intensive research in an understandable con-

text and with sound conclusions. The work contributes significantly to our understanding of one of the major journalistic media.

### BOOKS BY BROTHERS

*The Sigma Delta Chi NEWS is anxious to print notices on recent books written by members.*

Henry Holt and Company, Inc., New York, released on April 15 the book titled *A WEEKEND IN SEPTEMBER* (\$3.50) by **John Edward Weems**.

This is the story of the Galveston, Texas storm and disaster in September 1900. John Edward Weems has pieced together the first complete account of what happened and what it was like to be in Galveston on that terror-filled weekend.

Those who lived to tell of it, those who were never to be seen again—their acts of heroism, of foolishness, of quiet courage in the face of unbelievable disaster all come to life in this dramatic story.

Write for Your Complete Illustrated  
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Insignia Price List  
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**L. G. BALFOUR COMPANY**  
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May 1957

No. 56

## Lockwood, a Founder Of SDX, Dies

Edward H. Lockwood of Claremont, Calif., a retired official of the Young Men's Christian Association, died here yesterday. His age was 70. He was for many years a leader in Y.M.C.A. work in China.

Born in Peru, Ind., Mr. Lockwood studied at DePauw where he was one of ten founders of Sigma Delta Chi. He also studied at Columbia University and the Universities of Wisconsin and Chicago. He started on the staff of the Pittsburgh "Y" in 1911 and went to Canton, China, in 1915, to do Y.M.C.A. work among college students there.

In 1922 Mr. Lockwood returned to this country to join the staff of the organization's National Student Department. He became executive secretary of the Committee on Friendly Relations among Foreign Students.

Returning to China in 1927 as advisory general secretary of the Canton Y.M.C.A. Mr. Lockwood went through many eventful days in Canton. He was there on Dec. 11, 1927, when the city was seized by the Communists. It was recaptured later by the Chinese Nationalists. Subsequently, he survived more than 200 Japanese air raids while directing first aid and relief operations.

As relief director for the Kwantung Provincial Government of China, Mr. Lockwood supervised the spending of vast sums of money provided by American, British and Chinese relief organizations. He was obliged to flee from invading Japanese forces on several occasions, finally reaching the Allied lines through Chungking during World War II.

After returning to this country, he again went to China as Y.M.C.A. World Service executive in Canton, a post from which he retired in 1951. While in Canton he also served as a correspondent for the A.P.

He leaves his second wife, Mrs. Muriel Webb Lockwood; four children and nine grandchildren.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
Success usually comes to those who  
are too busy to be looking for it.  
THOREAU.  
★ ★ ★ ★ ★ ★ ★ ★ ★ ★

## Obituaries

EDWARD H. LOCKWOOD (DePauw-'09), a founder of Sigma Delta Chi. (See adjoining column.)

WILLIAM W. BURKE (Den-'16), professor of social work at Washington University, died February 11, 1957 of a heart ailment.

JOSEPH GERRITT (Mon-Pr-'54), died in a Montana hospital November 19, 1956 of a stomach ailment.

LOUIS J. SMYTH (KC-Pr-'48), died January 31, 1957 of a heart attack.

JAMES A. THORNTON (Okl-'55), was killed in a plane wreck in February, 1957.

ROBERT C. CHAPPELEAR (NU-'55), was killed in an automobile accident November 26, 1956.

EDGAR T. WOLFE SR. (CeO-Pr-'54), co-publisher of the Columbus (O.) *Dispatch* and *Ohio State Journal*, died February 2, 1957.

THOMAS E. WILSON (CeO-Pr-'52), publisher and editor of the Circleville (O.) *Herald*, died February 12, 1957.

NATHAN C. SEIDENBERG (Ill-'14), died January 9, 1957.

GEORGE E. DURNO (WDC-Pr-'53), died January 27, 1957.

G. ALBERT STEWART (PaS-Pr-'44), died December 3, 1956.

WILL COLLINS (DalP-Pr-'55), died August 11, 1956.

GEORGE V. BUCHANAN JR. (Ill-'22), died February 26, 1957.

GEORGE S. PERRY (Aus-Pr-'50), died December 13, 1956.

MURRAY SOLOMON (UMia-'52), died March 22, 1956.

ROBERT B. ARMSTRONG (StL-Pr-'48).

HARRY B. BAKER (ChiP-Pr-'49).

## Resignations

The following members have resigned their membership in Sigma Delta Chi under the following Article 4, Section 7 of the Fraternity's Constitution: "Membership is a continuing function, which may be severed creditably by a member only by his written resignation and payment of dues to date."

Gerhard Loewenberg, 14177 (Cor-49) 153 Lyman Street, South Hadley, Mass.; Maurice L. Farrell, 17797 (DalP-Pr-49) 239 Canterbury Road, Westfield, New Jersey; Christy Thomas, 2537 (UWn-Pr-21) 536 Washington Bldg., Washington 5, D. C.; Charles Schroeder, 9572 (Pur-39) 435 Larry Drive, Florissant 21, Mo.; Carl M. Everson, 23803 (CeO-Pr-54) 264 Tradewind Ave., S., Lauderdale-by-the-Sea, Ft. Lauderdale, Fla.; Richard Crowther, 13294 (IaS-47) 823 Hancock St., Hancock, Mich.; David F. Finney, 17537 (UCF-50) 2247 B. Dwight Way, Berkeley 4, Calif.; George A. Buchanan, 17629 (TxU-50) 406 Capps St., Marlin, Texas; Paul Gillette, 2738 (Cor-21) 202 Linden Avenue, Ithaca, New York; Harry Haines, 25529 (TGC-Pr-55), Assoc. Editor, Chemical and Engineering News 1918 Melrose Bldg., Houston, Texas.

W. James McEdwards, 6047 (Ill-30) 9920 Damen Ave., Chicago 43, Ill.; Lyman S. McKean, 15009 (Mo-48), Dir. of Public Relations & Adv., American Hosp. Supply Corp., 2020 Ridge Avenue, Evanston, Illinois; Merle D. Miller, 10207 (Ia-40), Brewster, New York; Jack W. Paulsen, 10259 (Min-40), First Church of Christ, Scientist, 107 Falmouth St., Boston 15, Mass.

## Favorite Story Department

Many magazines that cover a specific trade or industry often subscribe to clipping services in areas remote from their editorial offices to be sure that they give their readers complete coverage. *Fleet Owner*, a McGraw-Hill magazine devoted to the trucking industry, has been doing this for years, paying by the word for material used.

Some years ago, the magazine added several new services to its list and, to be sure that the material received was what was wanted, sent each office a copy of the magazine, a brief review of editorial policy, and an accompanying letter stating its interest in anything involving "Trucks."

Not long after, one of the clipping services in the Detroit area started sending in massive envelopes crammed with whole sections of the local papers. They were about "Trucks," alright, but not the kind with wheels. They were all about *Virgil Trucks*, the pitcher for the Detroit Tigers.

THEODORE LUSTIG  
Associate Editor  
McGraw-Hill International Corp.  
New York, New York

The flying saucer frenzy probably reached its height in 1948, when I was working for the Port Huron (Mich.) *Times Herald*.

A farmer called one day and said a piece of a flying saucer was on his front yard. A reporter and photographer were dispatched to the scene in haste, hoping that the event could still make that afternoon's paper.

The report for the flying saucer, unfortunately, had been greatly exaggerated. The farmer's evidence turned out to be nothing but a chunk of asphalt that had broken off the road.

The two staff members decided, on their way home, that they should make something out of this trip anyway. So a half hour later they came into the office lugging a big cardboard box and acting as if it weighed 300 pounds.

The whole staff gathered around in great anticipation. The top of the box was opened and a dozen heads peered in.

At the bottom, on a piece of waxed paper, was one thin slice of baloney.

GENE GILMORE  
Telegraph Editor  
The Gazette and Daily  
York, Penna.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

He who chooses the beginning of a road, chooses its destination.  
EMPLOYMENT COUNSELOR.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

For each previously unpublished anecdote accepted by this department, The Sigma Delta Chi NEWS will pay \$5. Contributions must be true stories from your own experience and of a humorous nature. Contributions should be typewritten and mailed to Favorite Story Editor, Sigma Delta Chi NEWS, 35 East Wacker Drive, Chicago 1, Ill.

## New Members Welcomed to Sigma Delta Chi

The following journalists have been accepted as fulfilling the requirements of membership in Sigma Delta Chi and have been elected as members by the National Executive Council.

Harold D. Guither, assistant extension editor, Extension Editorial Office, College of Agriculture, University of Illinois, Urbana, Illinois; Robert L. Nemcik, assistant extension editor, Extension Editorial office, College of Agriculture, University of Illinois, Urbana, Illinois; Paul E. Roberts, editor, *The Professional Engineer*, Society of Professional Engineers, Champaign, Illinois; Donald T. Carpenter, editor and publisher, *Crescenta-Canada Valley Ledger*, Montrose, California; Haig Keropian, editor (San Fernando Valley Edition), *Hollywood Citizen-News*, North Hollywood, California; Arthur E. Chambers Jr., reporter, *The Herald Statesman*, Yonkers, New York; Max Harrelson, chief of United Nations bureau, *The Associated Press*, United Nations, New York.

Syd Livingston, general assignment reporter, *New York Journal-American*, New York 15, New York; J. Howard Rutledge, writer, *Wall Street Journal*, New York 4, New York; Robert G. Shortal, assistant business and financial editor, United Press Associations, New York 17, New York; Van Buren Thorne Jr., Press Relations director, General Motors, Corporation, New York, New York; Harlan S. Miller, Columnist, *Register & Tribune*, Des Moines, Iowa; Robert M. Boyce, Wire Filer, *United Press*, Columbus, Ohio; James F. Brophy, News Director, *WHIO*, Dayton, Ohio; David H. Brown, Copyreader, *Columbus Citizen*, Columbus, Ohio; J. Richard Conway, Publisher, *The Madison Press & The Madison County Democrat*, London, Ohio.

Norman G. Cornish, Staff Reporter, *United Press*, Columbus, Ohio; Loyd T. Flowers, Photographer, *Columbus Citizen*, Columbus, Ohio; James C. Harrison, Executive Editor, *Hoofbeats Magazine*, Columbus, Ohio; Raymond A. Higgins, Editor, *The Xenia Daily Gazette*, Xenia, Ohio; Jack D. Jordan, Managing Editor, *Xenia Daily Gazette*, Xenia, Ohio; H. W. "Sam" Perdue, Courthouse Reporter, *Columbus Citizen*, Columbus, Ohio; George H. Saville, Director of Public Relations, Ohio State Medical Association, Columbus, Ohio; Ralph H. Winkler, Editor, *Tri-Village Publishing Company*, Columbus, Ohio; Dalton A. Young, Managing Editor, *Bellefontaine Examiner*, Bellefontaine, Ohio.

James E. Doyle, Sports Writer, *Cleveland Plain Dealer*, Shaker Heights, Ohio; Everett William Henrikson, Assistant Financial Editor, *Cleveland News*, Lakewood, Ohio; Thomas V. O'Connell, Assistant Radio Editor, *Cleveland Plain Dealer*, Garfield Heights, Ohio; Harry W. Smith, Travel Editor, *Cleveland Plain Dealer*, St. Petersburg 4, Florida; Carl E. Stahley, Director of Publications and Public Relations, Cleveland Chamber of Commerce, Lakewood, Ohio; Charles E. Adams, Editor, *The Gallatin County News*, Warsaw, Kentucky; Herndon J. Evans, Editor, *The Lexington Herald*, Lexington, Kentucky; Philip Harsham,

Reporter, *Courier-Journal*, Louisville 2, Kentucky; Douglas Nunn, Reporter, *Courier-Journal*, Louisville, Kentucky; William J. Small, News Director, *WHAS* and *WHAS-TV*, Louisville 5, Kentucky; William J. Waugh, Chief of Bureau, *Associated Press*, Louisville 5, Kentucky.

Robert York, Editorial Cartoonist, *Louisville Times*, Louisville 5, Kentucky; Glen Geib, Editor, *Fremont News-Messenger*, Fremont, Ohio; William R. Gibson, County Editor, *Bowling Green Daily Sentinel-Tribune*, Bowling Green, Ohio; James M. Sherer, Athletic Publicity and Promotion Director, *Toledo University*, Bowling Green, Ohio; Albert G. Smith, Vice-President, *Carl Byoir & Associates, Inc.*, Toledo 7, Ohio; O. B. Campbell, Publisher, *The Vinita Daily Journal*, Vinita, Oklahoma; Howard Cowan, Director, Public Relations, *Public Service Co. of Oklahoma*, Tulsa, Oklahoma; Milton B. Garber, Editor, *Enid News and Eagle*, Enid, Oklahoma; Rowe Hartfield Holmes, Chief of Public Relations, Corps of Engineers, Tussa district, Tulsa, Oklahoma; Ed Livermore, Publisher, The

*Claremore Daily Progress*, Claremore, Oklahoma.

Al McLaughlin Jr., Chief Photographer, *Oklahoman & Times*, Oklahoma City, Oklahoma; Phil McMullen, Editor & Publisher, *Guthrie Daily Leader*, Guthrie, Oklahoma; Harmon Philips, Managing Editor, *Tulsa Tribune*, Tulsa, Oklahoma; Gordon Rockett, Publisher, *Drumright Journal*, Drumright, Oklahoma; Eugene T. White Jr., Co-ordinator of Public Relations, *Oklahoma Medical Research Assoc.*, Oklahoma City 18, Oklahoma; Pendleton Woods, Editor, *The Meter*, Oklahoma City, Oklahoma; J. Leland Gourley, Publisher, *Henryetta Daily Free-Lance*, Henryetta, Oklahoma; Sidney J. Steen, Managing Editor, *Tulsa World*, Tulsa, Oklahoma; Mark W. Weaver, Assistant News Director, *Television Station KWTV*, Oklahoma City, Oklahoma.

Thomas A. Bliss, Editor and Publisher, *The Montgomery News*, Hillsboro, Illinois; William R. Brooks, Editor and Publisher, *Democrat-Messenger*, Mt. Sterling, Illinois; George C. Brown, Assistant Professor of Journalism, *Southern Illinois University*, Carbondale, Illinois; Thomas R. Cole, City Editor, *The Centralia Sentinel*, Centralia, Illinois; Herbert E. Gerdemann, Editor, *Chester Herald-Tribune*, Chester, Illinois; Russell D. Hoffman, Editor and Publisher, *Highland News Leader*, Highland, Illinois; Paul F. McRoy, General Manager and News Director, *Station WCIL*, Carbondale, Illinois.

### LINE OF THE TIMES



"If I give you a raise, will you stop creating those 'typographical errors' your wife clips and sends to magazine departments for pin money?"

## Chapter Activities

**PITTSBURGH**—Establishment of an activities committee "to promote the purposes of Sigma Delta Chi" was announced by Michael G. Peterson, president of the Tri-State Chapter. "This is a significant step forward in the progress of the chapter, and a move that we hope will prove to be of wide benefit, particularly to journalism in this area," Mr. Peterson said. The new committee will be charged with advancing the fraternity's altruistic purposes through concrete action, such as aid to journalism students and establishment of awards (both professional and undergraduate) for outstanding work in various phases of journalism. Cooperation with other organizations, media and journalism departments will be another function of the committee. Heading the new committee is Charles Welsh, vice-president of the chapter, and bureau manager for *The Associated Press*. Other members include: Stewart Townsend, Owen S. Simon, Leslie C. MacPherson and Charles Kenny. Mr. Peterson said other committee chairmen for 1957 will be: Gar Raines, membership, and Robert J. Casey, program. Robert J. Simonds will continue as editor of "Tri-State Topics," and Donald G. Sink, historian. Thomas L. Ryan is secretary of the Chapter. William J. Pade will head a committee to study possibilities of organizing an undergraduate chapter for one of Pittsburgh's colleges. Joseph Mader, treasurer until the election of John Manning recently, will continue in that post pending Mr. Manning's further recovery from a heart attack he suffered last December.—**Frank S. Riley, Jr.**

**CENTRAL PENNSYLVANIA**—A working newspaperman from India told the March meeting at Lancaster that American newspapermen should concentrate more attention on reporting living conditions and activities of people inside India. This would help the American people understand India's foreign policy, explained T. J. S. George. George, city editor of the *Sunday Bombay Free Press Journal*, one of the city's five English language newspapers, is spending three months on the staff of the *Harrisburg Patriot News* as an exchange editor in the State Department's program. He said problems of gathering and circulating news in his country are much the same as in the United States. After only a short time in this country he said his impression is that the average man in India knows more about the United States than the Average American knows about India. He told members that the press had achieved greater freedom in India under self government than under the British crown rule which ended 10 years ago. The meeting began with a tour of the brand new WGAL-TV center and a talk on television newsgathering.—**Richard H. Hoenig**

**KANSAS CITY**—Jim McQueeney, president of the Greater Kansas City Professional chapter chats with presidents of three undergraduate chapters at the annual dinner and reception for the students given by the professional chapter. Left to right are McQueeney, Darrel Miller, president of the Kansas State College Chapter; Larry Zimmer, president of the University of Missouri Chapter, and Kent Thomas, president of the University of Kansas Chapter. About 75 members of the three chapters attended the affair. Before the reception and dinner they were taken on a tour of the plant of the *Kansas City Star* and radio-television station WDAF.—**C. B. M.**



**MILWAUKEE**—There's no getting away from it, Chick Wegner, left, president of the Milwaukee Professional Chapter, was a "willing" listener when John C. Burke, right, Warden of Wisconsin State Penitentiary, addressed Milwaukee SDXs at a March meeting. Burke told the group a prisoner has a right to be treated as a human being. His guards carry no guns, clubs or canes. "If I can't walk alone among the men," he declared, "I'll get out." Among awards given out by the Milwaukee Press Club at its recent Gridiron Banquet were two presented to Milwaukee Professional SDXs. John Ahlhauser, *Milwaukee Journal*, received the George Grabin award for the best news photo, Robert Riordan, *Milwaukee Sentinel*, was presented with the William Pohl award for the most humorous writing.—**Walter Kante**

**CHICAGO**—Four Chicago city desk executives, two radio-TV newsmen and a journalism professor held a news-making discussion of the still-unresolved Grimes murders at the March meeting of the Chicago professional chapter. Brought together for the unprecedented public second-guessing session on their coverage of a major Chicago story were (left to right) Maurice Fischer, acting city editor, *Daily News*; Stanley Armstrong, day city editor, *Tribune*; Wesley Hartzell, city editor, the *American*; William Ray, news director, *WMAQ-WNBQ*; Dr. Curtis MacDougall, professor and author, Northwestern University's Medill School of Journalism, moderator; Karin Walsh, city editor, *Sun-Times*; and Sam Saran, chapter president. Also participating was Hugh Hill, *WBBM-AM-TV* special events director. "We'd have to cover the story about the same way if it happened again," the panel members seemed to agree in a two-hour discussion attended by some 200 persons. "Some details would have been different, including portions of the pictorial coverage, however," they noted. Outlining the problems of restrained, accurate coverage of such a sensational case as the murder of the teen-age sisters, they placed a major share of the blame for any confusion which exists on conflicting, evasive statements issued by police and coroner's representatives. Guests at the meeting included three of these officials, Sheriff Joseph D. Lohman, Coroner Walter E. McCarron and State's Atty. Benjamin Adamowski.—**Al Balk**





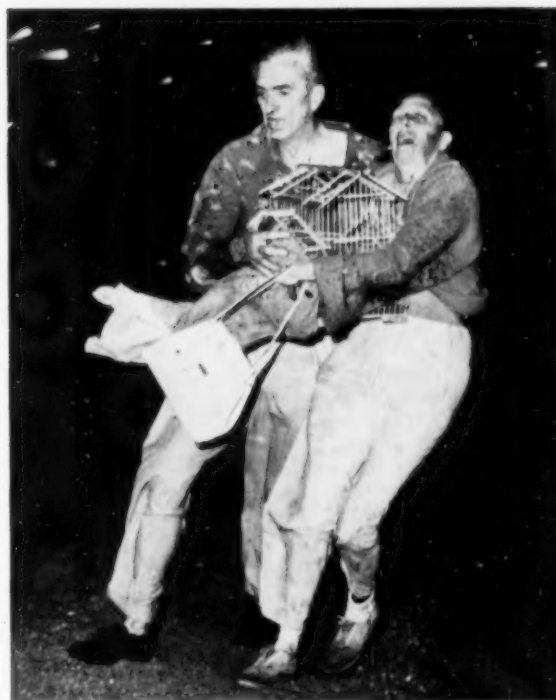
## Prize Winning Cartoon

"Ball? I Haven't Got Your Ball, Kid"



(See Pages 23, 24 and 25 for SDX Distinguished Service Awards Story Announcement.)

## Prize Winning Picture



## Chapter Activities

**NEW ENGLAND**—The Chapter initiated twelve new members the evening of March 22, following a dinner at the University Club in Boston. "On this occasion, instead of trying to railroad through an initiation prior to our regular dinner, we decided to make the initiation the program for the evening. As a result, the whole affair was carried out with more calm and dignity—and emphasis upon the content of the ritual—than we sometimes achieve." President Forrest W. Seymour of *The Worcester Telegram and Gazette* presided as "Editor" of the initiation ceremony, at which 33 were present. At the February meeting, the New England chapter had joined with the Nieman Fellows at the Harvard Faculty Club, to hear William Worthy, just back from Red China under the scowls of the State Department. The April meeting will feature two editors currently working in the New England region under the State Department exchange program—one from New Zealand and the other from the Barbados.

**ATLANTA**—The woman editor of a Florida weekly received the Green Eyeshade newspaper award for a costly but winning fight for tolerance and against bigotry presented at a recent meeting of the chapter. Mrs. Mabel Norris Reese of the *Mt. Dora Topic* won the highly rated award for successfully going to the aid of a poor family which, her nomination set forth, had been designated as a Negro because a sheriff didn't like "the looks of a girl's nose." As a result of her crusade, the five children of Allen Platt, a former South Carolinian, were officially recognized as being Indian-Irish and eligible for white schools in Lake County, Fla. The Sigma Delta Chi winner was determined by a committee made up of William S. Howland, Atlanta bureau manager of *Time Magazine*; Don Carter, city editor of *The Atlanta Journal*, and H. McKinley Conway of Conway Publications. Three honorable mentions also were made at the fraternity's annual banquet at the Variety Club. Grover Hall Jr., the *Montgomery (Ala.) Advertiser*, for his editorial series on racial discrimination in the North. Horace V. Wells Jr., the *Clinton (Tenn.) Courier News*, for courageous journalism in the Clinton school controversy. John Pennington, *The Atlanta Journal*, for en-

lightening reports in the public interest on a series of leg-breakings at Georgia's Rock Quarry Prison for incorrigibles. The presentation to Mrs. Reese was made by Conway, chapter president. An accompanying \$100 prize was provided by Liller, Neal and Battle, Atlanta advertising firm.

Later in the program, Conway presented the gavel to Carter, the new president. Also inducted were Dozier Cade, Georgia State College, vice president; George Hatcher, editor of *The Atlanta Journal-Constitution Magazine*, treasurer, and Ed G. Thomas, Southern Bell Telephone Co., secretary.

**CENTRAL TEXAS**—A timely speech-discussion program held by the Central Texas Professional Chapter at its regular monthly meeting in Waco attracted considerable attention and made much news. It was a talk by one of the National Guard's most respected leaders, Brig. Gen. Carl L. Phinney of Dallas, commander of Texas' famed 36th Infantry Division T-Patchers. In a scholarly rebuttal to Secretary of the Army Charles Wilson's "draft-dodger" remark about the Guard, Phinney declared the Army's request of six-months active duty for new Guardsmen was not in line with what the fulltime military services required for "basic combat training." He said the "highly-technical Air Force" requires only eleven weeks active duty for Air National Guardsmen, the Navy requires a three-month platoon officer training for the Marine Corps, and the Navy requires only twelve weeks of reserve training for a Naval officer. "Why should it take six months of active duty for basic enlistees in the National Guard when the other services have shorter periods for basic training?" asked Phinney. He traced the long history of the NG, back to the "Middlesex County Militia Regiment" in 1636, and quoted praises voiced about the NG by Generals Eisenhower and Marshall after World War II. Guardsmen are all volunteers, subject to immediate call to duty if the occasion arises, and should not be unjustly criticized, Phinney declared. He said the Guard was willing to accept a three-months active-duty rule. A few days after his speech, which received wide attention in Texas, announcement was made that the Guard and Army officials had agreed to a three-month regulation for at least a year. Several Central Texas officers under Gen. Phinney's command were guests at the Chapter meeting.—Tommy Turner



## Western Union interviews shareholder Leonard Ross

**Interviewer:** Leonard, as a new Western Union share owner, perhaps you have some questions about the Company?

**Leonard:** Well—asking questions instead of answering them is a welcome change. I have read your annual report and latest quarterly report which give me the financial information I wanted. But I am curious about one thing . . .

**Interviewer:** What's that?

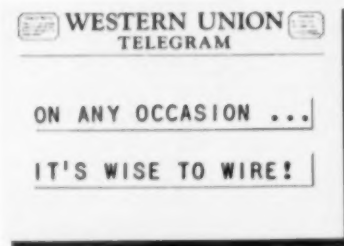
**Leonard:** This call. Does Western Union call personally on other share owners, too?

**Interviewer:** We certainly do. In fact, we were the first company to begin such a program—almost 20 years ago. And share owners say they like the idea.

**Leonard:** It seems to me that you not only give a share owner a chance to get all the information he wants, first hand, but you're also treating him like the *owner* he is.

Since 1939, thousands of shareholders, like Leonard Ross (winner of \$164,000 on television for his knowledge of the stock market\*) have had a unique opportunity to ask questions and make suggestions to their management. We believe this program continues to make Western Union a better company, both for its shareholders and its employees.

\*Top prizes on "The \$64,000 Challenge" and "The Big Surprise"



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